

2022 ADVERTISING CONTRACT

The *Retailer* is the official bi-monthly magazine and the *RoundUp* is the official bi-weekly eNewsletter of the Iowa-Nebraska Equipment Dealers Association (INEDA). Readers are dealers from both single and multi-store locations and industry suppliers.

Delivered by both mail and electronically, each issue of the *Retailer* contains a variety of unique features written by industry and staff experts – necessary, pertinent information you simply cannot find anywhere else. In addition, the *Retailer* has a variety of regular columns that give readers the authoritative “inside track” on regulatory, legislative and field issues, written and supported by the Association’s leadership and staff team.

Delivered via email, each issue of the *RoundUp* highlights the Association’s hot news items, as well as collects manufacturer and dealer news in a compact and concise format easy for the reader to digest. Each issue also contains important calendar dates and event details. *RoundUp* consistently boasts a 50% open rate, compared to the 11% industry average.



Your advertising dollars go a long way! Our publications provide:

Visibility to Dealer Members and Associate Members

- Surveys show both *Retailer* and *RoundUp* have equal value to our members. They read the advertising in addition to the editorial and use both to guide their spending.

A growing list of premium readers and consumers

- Not only dealer members but associate members, manufacturer executives, specialty manufacturers, ag financial services partners and other affiliates located across 27 states, 2 Canadian provinces and France read our publications.

(Rates effective 01.01.22 thru 12.31.22)

ROUNDUP E-NEWSLETTER ADVERTISING RATES – FULL COLOR				
Ad Frequency	1 mo. (2 issues)	2 mo. (4 issues)	6 mo. (13 issues)	12 mo. (26 issues)
Leaderboard banner ad	\$620	\$1080	\$2805	\$5090
XL Leaderboard banner ad	\$700	\$1230	\$3185	\$5825
Large square ad	\$525	\$945	\$2315	\$4095
Medium square ad	\$450	\$810	\$1975	\$3550
Half rectangle ad	\$275	\$480	\$1090	\$1900

RETAILER MAGAZINE ADVERTISING RATES – FULL COLOR			
Ad Frequency	1x	2x	4x
SOLD Cover	\$1650	\$4665	\$9090
Inside covers	\$1230	\$3340	\$6440
Full page	\$825	\$2175	\$4100
1/2 page	\$715	\$1855	\$3475
1/3 page	\$640	\$1650	\$3050
1/4 page	\$570	\$1425	\$2620

Special request: _____

Retailer advertising \$ _____
 RoundUp advertising + \$ _____
ADVERTISING SUBTOTAL = \$ _____
 Less Member/Assoc. Member Discount (-10%) - \$ _____
TOTAL ADVERTISING COST = \$ _____
 Total enclosed Please invoice me

ADVERTISER CONTACT

Company _____
 Contact _____
 Address _____
 City, State, Zip _____
 Email _____
 Phone _____

Agency _____
 Contact _____
 Address _____
 City, State, Zip _____
 Email _____
 Phone _____

CONFIRMATION AND RETURN INSTRUCTIONS:

Advertising space/ad size marked confirmed (non-cancelable) and booked; Advertiser has read advertising rates and agrees to the terms therein:

Advertiser signature _____ Date _____

TO CONFIRM ORDER, RETURN A SIGNED COPY TO:

Cindy Feldman, Iowa-Nebraska Equipment Dealers Association
 8330 NW 54th Ave. | Johnston, IA 50131
 p 515.223.5119 | f 515.223.7832
 cindyf@ineda.com

PRODUCT SPECIFICATIONS

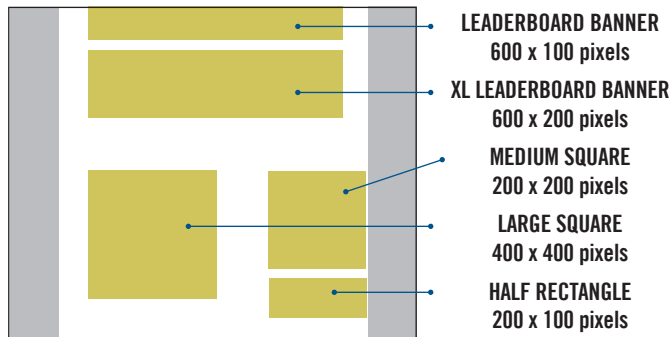
RETAILER MAGAZINE PRINT SPECS:

FULL PG. 8.5 x 11 (8.75 x 11.25 with bleed)	1/2 PG. VERTICAL 4.25 x 11 (4.375 x 11.25 with bleed)	1/3 PG. HORIZONTAL 8.5 x 3.625 (8.75 x 3.80 with bleed)
1/4 PG. VERTICAL 4.25 x 5.5 (4.375 x 5.625 with bleed)	BACK COVER 8.5 x 7.875 (8.75 x 8 with bleed)	1/2 PG. HORIZONTAL 8.5 x 5.5 (8.75 x 5.625 with bleed)

InDesign CS6 or Photoshop with all linked graphics and fonts. **DO NOT** accept Word documents, Powerpoint files, Excel files, Publisher files or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered as ads we design.

NOTE:
 Ads are due the first of the month preceding the issue month.

ROUNDUP E-NEWSLETTER SPECS:



2022 EDITORIAL CALENDAR

Winter

Editorial Topics:

Economy/Infrastructure/Supply Chain

- State of the economy
- Supply chain issues
- Predictions/trends for 2022

Spring

Editorial Topics:

Health and Safety

- Health/safety around equipment during planting/harvest season
- Mental health in agriculture/construction
- Healthcare resources/education

Summer

Editorial Topics:

Managing People/Leadership

- How to be a good manager/boss
- Workforce recruitment/retention
- Generational priority differences

Fall

Editorial Topics:

Education

- Resources for dealership education
- Trade schools in NE/IA
- Example career paths for new recruits

AD SPECIFICATIONS

Digital Print-Ready Ads

- Print-ready means the ad is complete and needs no alteration.
- Print-ready ads should be submitted in electronic format via e-mail or WeTransfer.com as press-optimized, high resolution PDFs with all fonts and graphics embedded.
- We also accept native files in InDesign CS6 or Photoshop with all linked graphics and fonts.
- We DO NOT accept Word documents, Powerpoint files, Excel files, Publisher files or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered as ads we design.

Design Services

- Ads can be designed by INEDA marketing staff — \$100/hr. with one hour minimum.
- Please e-mail ad copy to us as a Word or text file and also attach any high resolution photographs, graphics or logos you want us to use.

Color

- We use CMYK process color throughout the magazine. Color for RoundUp is RGB.

Photographs

- If using a digital camera, shoot at the highest quality mode (1200 x 800 minimum).

Electronic Transfer Guidelines

- We accept material via e-mail or placed on our FTP site. Call for FTP instructions.

RoundUp eNewsletter Ads

- RoundUp advertisers should provide digital ads as a 540 x 90 pixel, 72 dpi, RGB jpeg.
- Please provide digital ads measured in pixels at 72 dpi, RGB color and saved as jpeg files.

Terms/Cancellations

- Ad space reserved but not filled will be billed at full rate. Cancellations after closing date will be billed at full rate. Finance charges of 1.5% may be added to balances more than 30 days past due. New ads will not be accepted from delinquent advertisers.

INEDA

8330 NW 54th Ave. | Johnston, IA 50131
 p 515.223.5119 | f 515.223.7832