

2010

OFFICIAL PROGRAM



EmpireFarmDays

OFFICIAL EFD PROGRAM:

Make the most of your involvement in the 2010 Empire Farm Days by advertising in the Official Program.

DAIRY PROFIT SEMINARS:

Sponsorship Opportunities Available

MORE POSSIBILITIES:

We can help you promote your exhibit in print, on the radio, using direct marketing and on the web. With a wide range of solutions we're sure to find the right fit for you.

Maximize your profit potential!



Empire Farm Days Official Magazine
July '09

2010 EMPIRE FARM DAYS Official Publication

The Northeast's Largest Outdoor Farm Show
Aug. 10-12 in Seneca Falls, NY

- Publication date: July 1, 2010
- Space Reservation Deadline: June 1, 2010
- Materials due: June 4, 2010
- Total Circulation of 40,500 including 20,500 copies mailed as a regional insert in *Eastern DairyBusiness* and 20,000 copies distributed at the show
- DairyProfit Seminars provide sponsor opportunities
- Special Marketplace opportunity - 4 color, 1/9 page in the special marketplace section, only \$325 net.

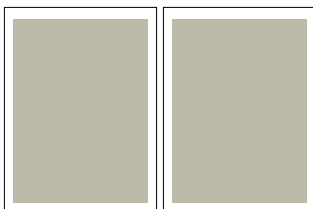
2010 Empire Farm Days Official Program

	B/W		4/C	
	Gross	Net	Gross	Net
Full Page	3695	3141	4135	3515
2/3 Page	2765	2350	3195	2716
1/2 Page	2395	2036	2840	2414
1/3 Page	1845	1568	2285	1942
1/4 Page	1215	1033	1555	1322
1/6 Page	915	778	1360	1156
2 Page Spread	7015	5963	7850	6673
1/2 Page Spread	4550	3868	5430	4616

Full Page

8.125" x 10.875"

8.625" x 11.375" w/bleed



Live Area

7.125" x 9.75"

2 Page Spread

16.25" x 10.875"

16.75" x 11.375" w/bleed



2/3 Page

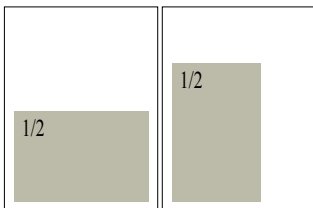
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7.125" x 6.4167"

1/2 Page

7.125" x 4.8125"

4.7083" x 7.3333"



1/2 Page Spread

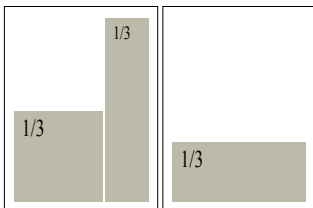
16.25" x 5.3113"

1/3 Page

4.7083" x 4.8125"

2.2917" x 9.75"

7.125" x 3.1667"



1/4 Page

3.5035" x 4.8125"

1/6 Page

2.2917" x 4.8125"



1/9 Page

2.2917" x 3.15"

Please include .25" bleed on all ads.

Preferred Supplied Materials:

- **Electronic Files:** We accept electronic (desktop published) files on MAC formatted CD or DVD, only. Electronic files must be High Resolution PDF's or include all fonts and support documents along with finished ad files.
- **Software formats:** MAC based Adobe InDesign™ and Adobe PhotoShop™. If your software differs from above, please contact our production department at 800-334-1904, ext. 222
- Line art must be 800dpi .TIF formats.
- Four color and grayscale files must be 300dpi .TIF formats. **Color images must be CMYK format.**

Send production materials to:

Production Department

DairyBusiness Communications

6437 Collamer Road, East Syracuse, NY 13057-1031

(800) 334.1904 ext. 222 • (315) 703.7988 fax • production@dairybusiness.com

Please indicate the publication name, issue date, and advertiser.

Large files can be uploaded to our FTP site at:

<http://www.dairybusiness.com/upload.html>



2010 OFFICIAL PROGRAM

EMPIRE FARM DAYS

August 10-11-12 • Seneca Falls, NY

- Circulation 40,500 including large-herd dairy producers, large grain and crop growers and affluent rural property owners from Ohio to Maine
- Promote your exhibit at Empire Farm Days and bring prospects to your booth, ready to buy
- Reach the largest farmers in the Northeast with your message
- Help them plan their visit to Empire Farm Days
- The Official Program contains all the maps, schedules and details about the Dairy Profit Seminars and all the educational programs
- The **ONLY** publication given to attendees at all the entrances
- Your ad will be seen all year long... the Official Program is saved as a buyer's reference
- Special reader response technology helps generate more sales leads
- The entire Official Program including all advertisers is posted online as a digital edition complete with advertiser links.

AD ORDER DEADLINE - JUNE 1st

Save an additional 5% with your early order discount by May 1st

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DAIRYBUSINESS

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