The 2016 Big Iron Farm Show marks its 36th anniversary and we promise to provide the largest display of the most innovative agricultural equipment in the Upper Midwest.

Farmers, ranchers and agricultural enthusiasts from around the world come to the Red River Valley to experience first-hand our diversified agricultural practices. Big Iron is a leader in providing producers the opportunity to visit with specialists from many ag-related fields, and to participate in seminars and in-field demonstrations.

For more information on these and other events taking place during this three-day event, check out our website at www.bigironfarmshow.com or download the Big Iron Farm Show app. Downloading the new smartphone app will help you find your way around the Big Iron grounds. The Big Iron app is available on Apple and Droid markets.

Once again, we are proud to partner with the great staff of North Dakota Living to produce the 36th anniversary edition of the Big Iron Farm Show guide. With a schedule of events and list of vendors, the guide will be a vital publication for anyone attending the show. This professional publication will reflect the impressive nature of our show and is a great avenue for advertisers to reach show attendees. We encourage you to participate in this great guide.

We look forward to seeing you at this year’s Big Iron Farm Show!

Bryan K. Schulz, General Manager
Red River Valley Fair Association

Big Iron is a subsidiary of the Red River Valley Fair Association

MAXIMIZE YOUR ADVERTISING DOLLAR BY ADVERTISING IN

BIG IRON XXXVI
FARM SHOW OFFICIAL GUIDE

❖ Your display ad placed inside an attractive, well-read Official Big Iron Farm Show Guide, with an estimated readership of over 200,000.

❖ Your exhibitor location highlighted on the full-color map and exhibitor listing.

❖ Your product and service news release with photo (150 words or less).

❖ Advertiser Index which will include your company name, website, Big Iron booth number and page number of your ad.

❖ Your website linked to the North Dakota Living website, ndliving.com, starting in September 2016, and running through August 31, 2017.

❖ Digital Flip-Page Big Iron Farm Show Official Guide linked on the Big Iron and North Dakota Living websites.

bigironfarmshow.com • ndliving.com

Space reservation and ad material submissions
August 4, 2016

Publication date
September 2, 2015

Big Iron XXXVI Farm Show
September 13-15, 2016
CIRCULATION
- Full-color magazine guide, printed on glossy paper
- With a total circulation of more than 80,000 and a potential audience of 200,000-plus readers, your ad reaches the farmers and ranchers of North Dakota and western Minnesota
- 18,000 copies printed for gate distribution during the Big Iron Farm Show
- 22,000 copies inserted into five western Minnesota newspapers one week before the show. The papers included are: Detroit Lakes Tribune, Perham Focus, Park Rapids Enterprise, The Morris Sun and the Wadena Pioneer Journal
- Big Iron guides will be available at the North Dakota Living booth located inside the Ag Building
- Poly-bagged and distributed as a supplement with North Dakota Living, the state’s #1 publication in circulation and readership.

DIGITAL FLIP-PAGE VERSION
The entire XXXVI Big Iron Farm Show Official Guide, including the ads, will be linked on the Big Iron website, bigironfarmshow.com, and North Dakota Living website, ndliving.com, as a digital Big Iron Guide. This digital version includes a realistic version of the Big Iron Guide with a full reproduction of the entire contents, along with turning pages.

FEATURED & DAILY EVENTS
- Easy-to-find daily schedule of events
- What to do and see at BIG IRON FARM SHOW XXXVI

INTERNATIONAL VISITORS PROGRAM
- Information about buyers from around the globe that do business at THE BIG IRON FARM SHOW

DETAILED BIG IRON MAP
- Detailed full-color map showing exhibitor locations and special events taking place on the fairgrounds
- Location of exhibitor buildings, with a breakdown of exhibitor locations inside the buildings
- Complete route of “People Mover” shuttle
- Advertisers exhibit location highlighted on the map

EXHIBITORS’ LIST & BOOTH LOCATION
- Exhibitors’ list complete with exhibitor booth numbers
- Advertisers highlighted on listing

ADVERTISERS’ PRODUCT & SERVICE NEWS RELEASE
Big Iron advertisers will be able to include a 150 word product/service release with picture which will be included in the guide.

ADVERTISERS’ INDEX INCLUDING WEBSITE LISTING
- Complete alphabetical listing of advertisers including booth number and website listing.
- Advertisers inside the XXXVI Big Iron Farm Show Official Guide will have their website address linked to the North Dakota Living website, ndliving.com, starting in September 2016, and running through August 31, 2017.
**BIG IRON XXXVI**  
**FARM SHOW OFFICIAL GUIDE**  
**ADVERTISING ORDER FORM**

Reservation and Ad Materials Deadline is August 4, 2016

TO ORDER:
1. **Fax** this form to 701.663.3745
2. **Email**: cvanhorn@ndarec.com
3. **Call** Clark A. Van Horn at 800.234.0518 or 701.667.6436
4. **Mail** to North Dakota Living, Attn: Ad Dept., PO Box 727 3201 Nygren Drive NW, Mandan, ND 58554-0727

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Company Name</td>
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<td>Address</td>
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Your Website will be included on the North Dakota Living website: ndliving.com.

Signature ___________________________________________ Date  ___________________________

Please check box for ad size | B&W | COLOR
---|---|---
| 2-page spread: 14¾” x 9¾” (bleed size: 16½” x 11¼”) | ☐ $4,100 | ☐ $4,400 |
| 1. Full page: 6¾” x 9¾” (bleed size: 8½” x 11¼”) | ☐ $2,350 | ☐ $2,650 |
| 2. ½ page: 4¼” x 9¾” | ☐ $1,590 | ☐ $1,890 |
| 3. ½ page: 3¼” x 9¾” | ☐ $1,225 | ☐ $1,525 |
| 4. ½ page: 4¼” x 7¾” | ☐ $1,225 | ☐ $1,525 |
| 5. ½ page: 6¼” x 4¾” | ☐ $1,225 | ☐ $1,525 |
| 6. ½ page: 2¼” x 9¾” | ☐ $ 820 | ☐ $1,120 |
| 7. ½ page: 4¼” x 4¾” | ☐ $ 820 | ☐ $1,120 |
| 8. ¼ page: 3¼” x 4¾” | ☐ $ 615 | ☐ $ 915 |
| 9. ¼ page: 4¼” x 2¼” | ☐ $ 415 | ☐ $ 715 |
| 10. ½ page: 2½” x 4¾” | ☐ $ 415 | ☐ $ 715 |

Will you be sending a product/service release? ☐ yes ☐ no

For more information or space reservations contact:
Clark A. Van Horn, North Dakota Living  
800.234.0518 • 701.667.6436 • Mobile: 701.226.3521 • Fax: 701.663.3745  
Email: cvanhorn@ndarec.com or visit ndliving.com

For payment, we accept: [MasterCard] [Visa]

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Full Page 3 column 6¾” x 9¾”

½ Page 4¼” x 9¾”

½ Page 6¾” x 4¾”

⅔ Page 4¼” x 9¾”

⅓ Page vertical 2¼” x 9¾”

⅓ Page horizontal 4¼” x 4¾”

⅓ Page 2½” x 4¾”

⅓ Page 2¾” x 4¾”

⅓ Page vertical 3¼” x 4¾”

⅓ Page 4¼” x 2¼”

⅓ Page vertical 4¼” x 2¼”

⅓ Page 3¼” x 4¾”

⅓ Page 2¼” x 4¾”

⅓ Page 2¾” x 4¾”

⅓ Page 2½” x 4¾”

½ Page 3½” x 4¾”

½ Page 2 column 4¼” x 7¼”
Production Requirements
• High-resolution (300 DPI) Adobe PDF
• High-resolution (300 DPI) in CMYK or grayscale. EPS files include embedded fonts or outlined
• High-resolution (300 DPI) TIFF in either CMYK or grayscale

Acceptable Formats
The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300 DPI sized to 100%, in one of the formats listed above. Documents must also contain embedded fonts or fonts converted to outlines. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents.
• Adobe InDesign® CS5 or latest version
• Adobe Illustrator® CS5 or latest version
• Adobe Photoshop® CS5 or latest version
• QuarkXPress® 8.04

Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable.

Production Specifications
• Trim size: 8” W X 10¼” H
• Full Page no bleed 6¾” W x 9¾” H
• Full Page with bleed 8½” W x 11¼” H

For more information or space reservations
Clark A. Van Horn
Advertising Manager
North Dakota Living
cvanhorn@ndarec.com
800.234.0518
Direct: 701.667.6436
Mobile: 701.226.3521
Fax: 701.663.3745
Website: ndliving.com

Upload Procedure
Windows & Mac Users
We are using a web-based software to transfer our digital material. This is an easy-to-use website that will allow you to upload large files directly to an individual here at NDAREC/North Dakota Living.

Follow the steps below to get started:
1. Go to your web browser and type in the address, https://ndliving.wetransfer.com
2. When the page pops up on your screen, there will be a small dialogue box on the left-hand side, which says "Send up to 2GB."
3. Please go to the “Add files” button and select your file(s). You can place up to 2GB of materials to upload to us.
4. Once the files have been selected, you will go to the “+ Add more friends” button and input cvanhorn@ndarec.com
5. After the files have been selected and the email recipient has been selected, you can go to the “Message” box and input a message.
6. Once all has been done, please select the “Transfer” button to send the file.
7. Once the files(s) have been sent, you will receive an email confirmation that the file has successfully been sent.
8. That’s all there is to it.

Please contact Clark A. Van Horn with any questions pertaining to the uploading of ads to our site.

Clark A. Van Horn
Office: 701-667-6436
Mobile: 701-226-3521
cvanhorn@ndarec.com

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