FARM AND CONSTRUCTION SHOW

PRESENTED BY

FARM AND CONSTRUCTION SHOW PRESENTED BY SEPTEMBER 10-12, 2024

WEST FARGO, NO · 701-282-2200 · BIGIRONFARMSHOW.COM E O RIVER VALLEY FAIRGROUNDS

THE OFFICIAL BIG IRON FARM AND CONSTRUCTION SHOW GUIDE PUBLISHED BY NORTH DAKOTA LIVING Dear Prospective Advertisers.

Greetings from the Big Iron team! As we gear up for the 44th edition of the Big Iron Farm and Construction Show, we are thrilled to extend a warm welcome to you, esteemed advertisers, to be part of this celebrated event.

The Big Iron Farm and Construction Show has long been a cornerstone of innovation and excellence in the agricultural and construction industries. For over four decades, it has provided a platform for industry leaders, innovators, and enthusiasts to come together, exchange ideas, showcase cutting-edge technologies, and foster fruitful collaborations.

As we prepare for another exciting chapter in our journey, we invite you to join us to check out our new additions. The year-round Ag Center remodel, and as you may have noticed the name change, we have now added Construction to the show!

Collaborating with North Dakota Living presents an exclusive opportunity for you and your company to connect with fellow industry professionals and farmers who are actively seeking the latest insights in agriculture. Serving as the official publication of the Big Iron Farm and Construction Show, North Dakota Living provides a prime platform for reaching thousands of individuals all at once during the event.

We look forward to seeing you and your company at the 44th anniversary of the Big Iron Farm and Construction Show from September 10 - 12.

Thank you,



Cody Cashman

Red River Valley Fair CEO

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

THE OFFICIAL

BIG IRON FARM AND CONSTRUCTION SHOW GUIDE DELIVERS VALUES!



CIRCULATION

- Full-color magazine guide, printed on glossy paper
- With a total circulation of more than 63,000 and a potential audience of 200,000-plus readers, your ad reaches the farmers and ranchers of North Dakota and western Minnesota
- More than 7,000 copies printed for gate distribution during the Big Iron Farm Show
- 16,000 copies inserted into five western Minnesota newspapers one week before the show The papers included are: Alexandria Echo Press, The Bemidji Pioneer, Detroit Lakes Tribune, Park Rapids Enterprise, Pequot Lakes Echo Journal, Perham Focus, 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 monthly publication in circulation and readership

DIGITAL FLIP-PAGE VERSION

The entire 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 THE BIG IRON FARM AND CONSTRUCTION SHOW

INTERNATIONAL VISITORS PROGRAM

 Information about buyers from around the globe that do business at THE BIG IRON FARM AND CONSTRUCTION SHOW

UPDATED

DETAILED BIG IRON MAP

- Detailed full-color map showing exhibitor locations and special events taking place on the fairgrounds
- Location of exhibitor buildings
- Complete route of "People Mover" shuttle
- Advertisers exhibit location highlighted on the map



Exhibitors' List and Map Legend (CONTINUED FROM PAGE 21) 605-607, 629-631 Legacy Financial Partners - Ameriprise Gates Manufacturing North Dakota Department of Agriculture way Building Sys North Dakota Farmers Union/Ir GCS Grain Cleaners General Equipment & Supplies General Implement Distributors Legacy Seeds C37-38, C25-26 North Dakota Living-NDAREC North Dakota Soybean Council North Dakota Soybean Growers L4-5 507-509 Legend Seeds Inc. Lemken USA Lensteer Equipment Geringhoff Golden Harvest Liechty Homes North Dakota State Seed Department 416-419, 516-5

EXHIBITORS' LIST & BOOTH LOCATION

- Exhibitors' list complete with exhibitor booth numbers
- Advertisers highlighted on listing

ACME TOOLS EXPANDS DISPLAY AREA Acme Tools is your farm tools and equipment superstore. Stopp by the new building and expanded display area. Acme Tools has the largest selection of power tools and hand tools in the region from leading manufacturers, such as DeWalt, Milwaukee, Makita, Jet, Geard/Wench and many more. The company carries farm-duty compressors from Industrial Air and Ingersoil Rand, morost from Beldor, greaseg uns, penumatic tools and pressure washers from industry-leading Aal.adin

ADVERTISERS' PRODUCT & SERVICE NEWS RELEASE

Big Iron advertisers will be able to include a 150-word product/service release with a photo 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 Big Iron Farm and Constuction Show Official Guide will have their website address linked to the *North Dakota Living* website, ndliving.com, starting in Sept. 2024, and running through Aug. 31, 2025.



BIG IRON XLIV

FARM AND CONSTRUCTION SHOW OFFICIAL GUIDE

- 5 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 updated 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 Sept. 2024, and running through Aug. 31, 2025.
- ▶ Digital Flip-Page Big Iron Farm and Construction Show Official Guide linked on the Big Iron and North Dakota Living websites.

bigironfarmshow.com • ndliving.com

SPACE RESERVATION AND AD MATERIAL

SUBMISSIONS: July 25, 2024

PUBLICATION DATE: Sept. 2, 2024

BIG IRON XLIV FARM AND CONSTRUCTION

SHOW: Sept. 10-12, 2024

PREFERRED AD FORMATS

- High-resolution (300 DPI) Adobe PDF.
- High-resolution (300 DPI) EPS in CMYK or grayscale. EPS files include embedded fonts or fonts converted to outlines.
- High-resolution (300 DPI) TIFF in either CMYK or grayscale.

UPLOADING PROCEDURE

Follow the steps below to get started:

- 1. Go to your web browser and type in the address, https://ndliving.wetransfer.com
- 2. Follow the onscreen steps to upload your ad or files. Can place up to 20GB of materials.





BIG IRON XLIV

FARM AND CONSTRUCTION SHOW OFFICIAL GUIDE

Advertising order form

Reservation and Ad Materials Deadline is July 25, 2024

TO RESERVE AD SPACE TODAY:

- 1. Go to: https://ndliving.com/form/bigironadform
- 2. Email: dcrabbe@ndarec.com
- 3. Call Duane Crabbe at 701.667.6436 or 701.391.2164
- 4. Mail to *North Dakota Living*, Attn: Ad Dept., PO Box 727 3201 Nygren Drive NW, Mandan, ND 58554-0727

INCLUDED WITH YOUR AD

Will you be sending a 150 word product/service release? ☐ yes ☐ no

Na	me			
Со	mpany Name			
Ad	dress			
Cit	у	State	Zip	
Phone		Mobile		
Em	ail			
We You	ebsite_ ur Website will be included on the <i>North Dakota</i>	a <i>Living</i> website: r	ndliving.com.	
Signature			Date	
	ease check box for ad size			
	page spread: 14%" x 9¾" (bleed size: 16½")			
Ins	ide front cover, Page 1 & back cover (If avai			
1.	Full page: 6¾" x 9¾" (bleed size: 8½" x 1			
2.	% page: 4¼" x 9¾"		\$1,775 \bigcap \$2,085	
3.	½ page: 3¼" x 9¾"		🗅 \$1,345 🗅 \$1,655	
4.	1/2 page: 41/4" x 71/4"		🗅 \$1,345 🗅 \$1,655	
5.	½ page: 6¾" x 4¾"		🗅 \$1,345 🗅 \$1,655	
6.	⅓ page: 2⅓" x 9¾"		🗖 \$905 🗖 \$1,215	
7.	1/3 page: 41/4" x 43/4"			
8.	¼ page: 3¼" x 4¾"		🗅 \$685 🗅 \$985	
9.	% page: 4¼" x 2¼"		🗅 \$465 🗅 \$775	
10.	% page: 2%" x 434"		🗅 \$465 🗅 \$775	
For more information or space reservations contact: For payment, we accept				

Duane Crabbe, North Dakota Living 701.667.6436 • Cell: 701.391.2164 Email: dcrabbe@ndarec.com

Go to: https://ndliving.com/form/bigironadform



Full Page 3 column 634" x 934"

2 ²/₃ Page **4**/⁄₄" x **9**³⁄₄"



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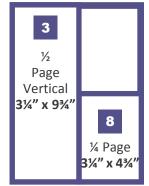
½ Page
horizontal

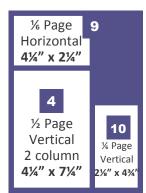
4¼" x 4¾"

5

½ Page
Horizontal

6¾" x 4¾"





VISA