

# IMPLEMENT & TRACTOR

## 2008 Spotlight Editorial Calendar/Deadlines

Every issue of *Implement & Tractor* includes feature articles and news about dealers, manufacturers, wholesale distributors, associations and other individuals and groups involved in the agricultural equipment industry. New in each issue is the *I&T* Spotlight — extra coverage and updated information about equipment and services of a particular sector in the industry.

Please send product news releases and photos, dealer success case histories, company and technology news, article suggestions and opinions related to these special *I&T* Spotlight topics to Mary Shepherd: mshepherd@cfu.net; 800-959-3276.

### MARCH/APRIL

#### Spotlight

Guidance Technology  
Irrigation Equipment

#### Extra Distribution

FEMA Spring Clinic  
Agricultural Equipment Conference (AMC)  
Community College Ag Machinery Programs

#### Advertising Deadline

Space: February 15, 2008  
Materials: February 22, 2008

### MAY/JUNE

#### Spotlight

Business Management Systems  
Haying Equipment

#### Extra Distribution

Hay Expo  
Summer Dealer Association Meetings  
Select Summer Regional Equipment Shows

#### Advertising Deadline

Space: April 25, 2008  
Materials: May 2, 2008

### JULY/AUGUST

#### Spotlight

Electronic Business  
Harvesting Equipment

#### Extra Distribution

Sunbelt Expo  
Select Fall Regional Equipment Shows  
University Agricultural Machinery Programs

#### Advertising Deadline

Space: June 20, 2008  
Materials: June 27, 2008

### SEPTEMBER/OCTOBER

#### Spotlight

OPE/Turf-Lawn-Garden Equipment  
ATVs/UVs

#### Extra Distribution

GIE + EXPO  
EIMA (Italy)  
Agromek (Denmark)

#### Advertising Deadline

Space: August 22, 2008  
Materials: August 28, 2008

### NOVEMBER/DECEMBER

#### Spotlight

Parts/Maintenance & Service  
Tractor Attachments & Accessories

#### Extra Distribution

FEMA/FEWA/AIMRA Conventions  
Winter Dealer Association Meetings  
Select Winter Regional Equipment Shows

#### Advertising Deadline

Space: October 17, 2008  
Materials: October 24, 2008

### JANUARY/FEBRUARY 2009

#### Spotlight

Spraying Equipment  
Planting & Tillage Equipment

#### Extra Distribution

World Ag Expo  
National Farm Machinery Show  
SIMA (France)

#### Advertising Deadline

Space: December 5, 2008  
Materials: December 12, 2008

### 2009 BUYER'S DESK REFERENCE

#### Spotlight

Supplier Profiles — Products cross-referenced by categories, brands, and services. Special recognition of advertisers. Free to paid subscribers. Individual and group rates available to non-subscribers.

#### Advertising Deadline

Space: October 17, 2008  
Materials: October 24, 2008

#### **Extra Copies for Groups:**

Extra copies of *Implement & Tractor* are available for distribution at your group activities or special events. Please make arrangements two months in advance of need with the *I&T* circulation manager: info@scissortailproductionsllc.com, 800-959-3276 ext 2.

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# IMPLEMENT & TRACTOR

<b>Frequency Discounts</b>	<b>1X 4/Color (B/W)</b>	<b>3X 4/Color (B/W)</b>	<b>7X 4/Color, includes BDR (B/W)</b>
Full Page	\$3990 (\$3425)	\$3590 (\$3075)	\$2995 (\$2565)
1/2 Page Island	\$2595 (\$2225)	\$2335 (\$2025)	\$1950 (\$1670)
1/2 Page Horizontal or Vertical	\$2195 (\$1880)	\$1975 (\$1690)	\$1650 (\$1415)
1/3 Page Horizontal, Vertical or Square	\$1795 (\$1540)	\$1625 (\$1385)	\$1345 (\$1155)
1/4 Page Horizontal or Vertical	\$1395 (\$1195)	\$1260 (\$1075)	\$1050 (\$ 900)
1/6 Page Vertical	(\$ 855)	(\$ 770)	(\$ 645)

**Two Color (Black + 1 Color)** — Add \$250 to frequency rate

### Premium Positions

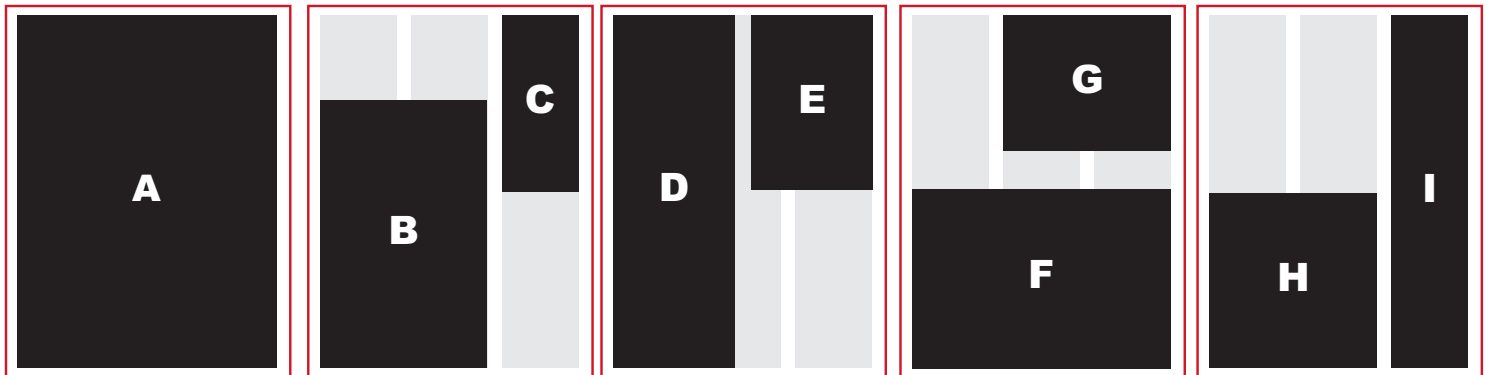
Back Cover	earned rate + 20%	Inside Front Cover	earned rate + 10%
Inside Back Cover	earned rate + 15%	Reserved Inside Location	earned rate + 10%
Center Spread	earned rate + 15%	Spread, non-center	earned rate + 10%

**Classifieds/Column Inch** \$100 \$90 \$80

**Business Card** (2" x 3.6"; 50.8 mm x 91.4 mm) \$150 \$125 \$100

**Blind Box ads** Add \$10 per insertion

**By Arrangement** Plastic Envelopes, Belly Bands, Inserts, Custom Printing, Promotionals (Prices effective through December 31, 2008)



**A. Full Page:** 7 1/2" x 10 1/2" (190.5 mm x 292.1 mm)

**B. 1/2 Page Island:** 4 11/12" x 8 1/5" (124.9 mm x 208.3 mm)

**C. 1/6 Page Vertical:** 2 1/3" x 5 1/2" (58.4 mm x 139.7 mm)

**D. 1/2 Page Vertical:** 3 2/3" x 10 1/2" (84.7 mm x 292.1 mm)

**E. 1/4 Page Vertical:** 3 2/3" x 5 2/5" (84.7 mm x 137.2 mm)

**F. 1/2 Page Horizontal:** 7 1/2" x 5 2/5" (190.5 mm x 137.2 mm)

**G. 1/4 Page Horizontal:** 4 11/12" x 3 2/3" (124.9 mm x 84.7 mm)

**H. 1/3 Page Square:** 4 11/12" x 5 1/2" (124.9 mm x 139.7 mm)

**I. 1/3 Page Vertical:** 2 1/3" x 10 1/2" (58.4 mm x 292.1 mm)

### MECHANICALS

**Electronic Files:** Quark XPress or InDesign, Illustrator, Photoshop, PDF, with digital proof. Include base file and all graphics files as either CMYK or grayscale, high resolution (300 dots per inch). Include screen and print fonts.

**Other Materials:** Ad materials requiring extra camera or scanning work will incur additional charges of time and material.

**Line Screen:** 133-line screen recommended for b/w and 2-color; 133-line to 150-line screen for 4-color process advertisements.

**Booktrim:** 8-1/2"w x 11-1/2"h. Keep all live materials 3/8" from edges.

**Full bleed specs:** 8-3/4"w x 11-3/4"h.

**Spreads:** Prepare for split pages.

**Printing Method:** Offset lithography.

**Bindery:** Saddle-stitched, jogged to head, 5/16" head trim.

**Inserts:** We accept pre-printed inserts within our size and weight parameters. We also offer design and print services. Call for details.

### STIPULATIONS

**Short-Rates & Rebates:** Advertisers that do fulfill the frequency ordered will be billed the difference of any shorter frequency rate. For longer frequency, rates will be adjusted given toward any longer frequency rate.

**Ad Content:** The Publisher reserves the right to reject any advertising considered objectionable, without recourse. Advertisers and/or their

agencies are responsible for content of advertisements. The publisher will be held harmless from any expense or loss resulting from claims or suits against the advertiser or the agency.

**Agency Commission:** 15% will be granted to recognized agencies with current accounts.

**Payment Terms:** Net 30 days; late payments incur 1.5% interest per month.

**Steve Karr, Advertising Manager**

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