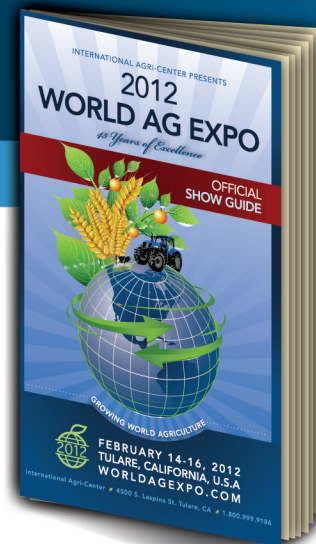




INTERNATIONAL AGRI-CENTER PRESENTS

2012 WORLD AG EXPO

45 Years of Excellence



2012 Official World Ag Expo Show Guide

The Official Show Guide is distributed to World Ag Expo attendees as they enter the show grounds. The Show Guide features World Ag Expo's schedule of events, seminar information and updates, alphabetical exhibitor listing and maps of the show grounds and pavilions. This highly valued, cover to cover read is "the ultimate source" for information during World Ag Expo experience. Maximize your value at World Ag Expo by drawing show attendees to your exhibit during the show by placing your media message in the only official World Ag Expo Show Guide. Enhance your experience even more by contacting sales representatives to secure a premiere high impact message placement in this must-read publication.

Circulation: World Ag Expo Attendees

Distribution: 40,000

Publication Date: February 2012

Space Reservation Deadline: Dec. 9, 2011

Materials Due: December 16, 2011

Official SHOW GUIDE Gross Rates

Ad Sizes	B/W	2/C (Std)	4/C
Full Page	1,990	2,120	2,245
1/2 Page	1,195	1,235	1,300
Cover Positions	3,130	3,255	3,385
Business Card	195	220	255

Official SHOW GUIDE COMBO RATES

***MUST ADVERTISE IN BOTH THE MAGAZINE AND SHOW GUIDE TO QUALIFY**

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SHOW GUIDE Ad Dimensions

Ad Sizes	Width	Depth
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Business Card	2 5/8"	2"

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For More Information on the Official World Ag Expo Show Guide
CALL 800-253-3160 or fax your form to 662-627-1977