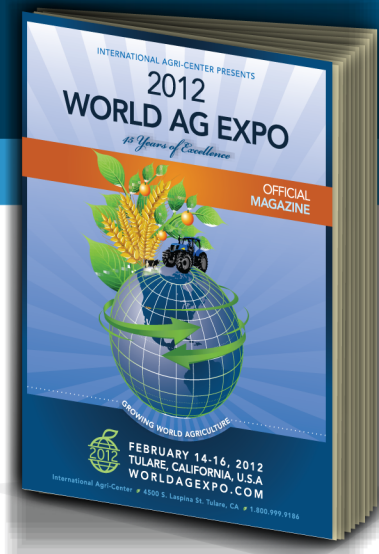




INTERNATIONAL AGRI-CENTER PRESENTS

2012 WORLD AG EXPO

45 Years of Excellence



2012 Official World Ag Expo Magazine

World Ag Expo's Official Magazine is distributed to a highly select group of 80,000 farm and ranch owners, operators and decision makers that influence the purchase of 90% of the farm inputs in North America. This publication is a must-read for the farming community. Printed and distributed in January, exactly one month before the expo, the magazine features the Top-10 new product award recipients, seminar information, exhibitor list (both alphabetically and by product code), informative content and show grounds maps, making it the must-see preview for World Ag Expo attendees. Your media message in the Official World Ag Expo Magazine ensures that prospective attendees learn about your products before they visit your exhibit.

Circulation: North America
Distribution: 80,000
Publication Date: January 2012
Space Reservation Deadline: Oct. 14, 2011
Materials Due: November 4, 2011

61% of readers are Class 1A operators\ranchers\consultants.
88% of readers use the magazine to plan their visit.
72% of the magazines distributed are read by two or more people.
94% of readers found the magazine to be useful.

Official MAGAZINE Gross Rates Distribution: 80,000

Ad Sizes	B/W	2/C (Std)	4/C
2 Page Spread	10,360	11,615	13,265
Full Page	5,515	6,110	6,985
2/3 Page	4,130	4,585	5,240
1/2 Page Island	3,945	4,295	4,895
1/2 Page	3,585	3,975	4,535
1/3 Page	2,755	3,055	3,490
1/4 Page	1,820	2,015	2,310
1/6 Page	1,375	1,525	1,750
1/8 Page	1,030	1,145	1,315
1/12 Page	735	840	945

MAGAZINE Order Info:

Ad Size: _____ Rate: _____
 Ad Dimension: _____
 Color: _____ Total: _____

Contract: Must exhibit at the 2012 World Ag Expo to advertise.

Company: _____

Contact: _____ **Title:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Signature: _____ **Date:** _____

MAGAZINE Ad Dimensions

Ad Sizes	Width	Depth
2 page spread non-bleed	15"	10"
2 page spread bleed size	15-3/4"	11"
Full page non-bleed	7"	10"
Full page bleed size	7-7/8"	11"
2/3 page Vertical	4-1/2"	10"
2/3 page Horizontal	7"	6-1/2"
1/2 page spread non-bleed	15"	5"
1/2 page spread bleed size	15-3/4"	5-3/8"
1/2 page Horizontal	7"	5"
1/2 page Island	4-1/2"	7-1/2"
1/2 page Vertical	3-3/8"	10"
1/3 page Square	4-1/2"	5"
1/3 page Vertical	2-1/8"	10"
1/3 page Horizontal	7"	3-3/8"
1/4 page Standard	3-3/8"	5"
1/4 page Vertical	2-1/8"	7-1/2"
1/4 page Horizontal	4-1/2"	3-3/4"
1/6 page Standard	2-1/8"	5"
1/6 page Horizontal	4-1/2"	2-1/2"
1/8 page	2-1/8"	3-3/4"
1/12 page	2-1/8"	2-1/2"



Publisher of the Official World Ag Expo Magazine and Show Guide

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