



# THIRD EDITION 2011 AGRICULTURAL DIRECTORY ADVERTISING FORM

**Ad Deadline: MAY 1, 2011**

Fill out form and enclose with payment to the **Northeast Livestock Expo**  
 Mail completed ad form, payment and any additional instructions to...

**Kim MacKay, 174 Norridgewock Road, Fairfield, ME 04937**

**For questions call or e-mail:**

**207-453-7890 or cnkangus@roadrunner.com**

**For advertising Guideline questions call or e-mail:**

**207-431-1134 or beckiturner@hotmail.com**

## Advertising Guidelines

### Previous Advertisers

1. If you advertised in the 2010 Directory and want the same ad, please check the appropriate box at the bottom of this form.
2. Write any minor revisions on the back side of this form in space provided. See photo guidelines below.

### New Advertisers

1. We will create your ad for you. You will need to send us the information and any photos or artwork you want in your ad. No ads are printed in full color.
2. If you already have an ad copy you would like to use, please send us the original ad.
3. Photocopies can accompany photos and ad information, but only for position or layout suggestions, not as the final ad.

### Photo submission Guidelines

1. We prefer original digital images. Please do not add text or make any changes to the images. Please send text and images as separate files.
2. You may submit your files via e-mail, on a CD or as hard copy. Please send the original photos prints, Please do not send photocopies to be used as an ad.
3. Put your name and farm name on the prints or CD. Do not name files "expo entry."

## Advertising Information

**ALL ADVERTISERS WHO SIGN UP FOR THE SPRING EDITION WILL BE INCLUDED IN THE FALL EDITION OF THE AGRICULTURAL DIRECTORY**

### WHITE PAGES

**Listing.....\$10.00**  
 includes: one two line white page listing (name, town, state & phone #), with a third line for additional information

### BLUE PAGES

(listings within one category of your choice)

**Listing.....\$25.00**  
 includes: one two line blue page listing in regular type (farm/business name, town, state & phone #), with a third line for additional information, one free white page listing

**1/3 Page Ad.....\$50.00**  
 includes: free white page listing, blue page listing with **semi-bold** type, 1/3 page ad within one category of your choice, 3<sup>rd</sup> line of listing states "see our ad on page..."

**1/2 Page Ad.....\$75.00**  
 includes: free white page listing, blue page listing with **bold** type, 1/2 page ad within one category of your choice, 3<sup>rd</sup> line of listing states "see our ad on page..."

**Full Page Ad.....\$125.00**  
 includes: free white page listing, blue page listing with **extra-bold** type, Full page ad within one category of your choice, 3<sup>rd</sup> line of listing states "see our ad on page..."

## BLUE PAGES: AD SIZES

**1/3 PAGE AD**  
**4.75"x2.55"**

**1/2 PAGE AD**  
**4.75"x3.88"**

**FULL PAGE AD**  
**4.75"x7.75"**

**www.northeastlivestockexpo.org**

**MORE ON NEXT PAGE**

