

# XXXI

THE OFFICIAL

# BIG IRON GUIDE

## AGRIBUSINESS EQUIPMENT AND SERVICE EXPOSITION

# BIG IRON

FARM SHOW

# XXXI

SEPTEMBER 13-14-15, 2011

Red River Valley Fairgrounds, West Fargo, ND

- Free Admission & Parking
- Production Beef Cattle Display
- Health Safety Center – Sponsored by ND Living
- Ladies Events – Sept 14 - Brunch, Entertainment, Live Music (Holiday Inn)
- Field Demos – Sponsored by Farm and Ranch Guide – all 3 days
- Field Tiling Demos by Ellingson Companies  
Sponsored by Farm and Ranch Guide  
Coordinated by NDSU Extension

Sept 13-14...9am – 5pm

Sept 15 .....9am – 4pm

[BigIronFarmShow.com](http://BigIronFarmShow.com)



RESERVE YOUR  
ADVERTISING SPACE  
IN THE OFFICIAL  
31ST ANNIVERSARY  
BIG IRON GUIDE FOR

**BIG IRON XXXI  
AGRIBUSINESS  
EQUIPMENT  
AND SERVICE  
EXPOSITION**

**SEPTEMBER  
13-15 2011**

Red River Valley Fairgrounds  
West Fargo, ND

THE OFFICIAL XXXI BIG IRON GUIDE PUBLISHED BY NORTH DAKOTA LIVING



Farmers and ranchers from around the world come to the Red River Valley to experience first-hand our diversified agricultural practices during the 2011 Big Iron Farm Show. Our 30th Anniversary show in 2010 drew more than 80,000 attendees.

Big Iron is a leader in providing the producer the opportunity to visit with specialists from many Ag related fields and to participate in seminars and in-field demonstrations.

The 2011 Big Iron Farm Show promises to once again provide the largest display of the most innovative agricultural equipment around. New this year will be the addition of 80+ indoor booth spaces.

Once again we are excited to partner with the great staff of North Dakota LIVING to produce the Big Iron Farm Show guide. With a schedule of events and guide of vendors, the guide will be a vital publication for anyone attending the show. This professional publication will reflect the impressive nature of our show and is a great avenue for advertisers to reach show attendees. We encourage you to participate in this great guide.

We look forward to seeing you at the Big Iron Farm Show!



**Bryan K. Schulz**  
General Manager  
Big Iron Farm Show  
Big Iron is a subsidiary of the Red River Valley Fair Association

Maximize your advertising dollar by advertising in

# BIG IRON

Your display ad placed inside an attractive, well-read Big Iron program, with an estimated readership of 200,000.

Your exhibitor location highlighted on the full-color map and exhibitor listing.

Your product and service news release with a photo (150 words or less).

Advertisers inside the Big Iron XXXI official guide will be allowed to include their Web site address at no extra cost! Your site will be linked to the *North Dakota LIVING* Web site, [ndliving.com](http://ndliving.com), starting in September 2011, and running through August 31, 2012.

Space reservation and ad material submissions  
August 2, 2011

Guide date  
September 1, 2011

Big Iron XXXI Farm Show and Exhibition  
September 13-15, 2011



## CIRCULATION

- Full-color guide magazine, printed on glossy paper
- With a total circulation of more than 80,000, the Big Iron publication is distributed through *North Dakota LIVING* to reach farmers and ranchers throughout North Dakota. Included in the circulation are 22,000 copies which are distributed through western

Minnesota newspapers and 18,000 copies for gate distribution during the Big Iron Farm Show. Through *North Dakota LIVING*, Big Iron reaches a potential audience of 200,000 plus readers and your ad reaches farmers and ranchers throughout North Dakota and western Minnesota.

- 18,000 copies printed for gate distribution during the Big Iron Farm Show and Exposition
- 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 guide in circulation and readership



## EXHIBITORS' LIST & BOOTH LOCATION

Exhibitors' list categorized by product and service, complete with exhibitor booth numbers



## DETAILED BIG IRON MAP

- Detailed map showing exhibitor locations and special events taking place on the fairgrounds
- Complete route of "PeopleMover" shuttle
- Location of exhibitor buildings, with a breakdown of exhibitor locations inside the buildings



## FEATURED & DAILY EVENTS

Easy-to-find daily schedule of events plus what to do and see at BIG IRON XXXI



## ADVERTISERS' PRODUCT & SERVICE NEWS RELEASE

News Releases of equipment and products on display at BIG IRON XXXI

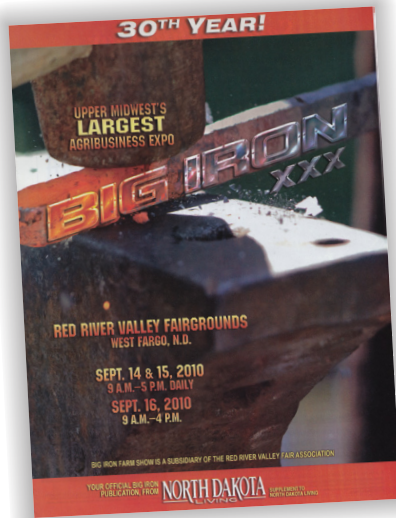


## ADVERTISERS' INDEX INCLUDING WEB SITE LISTING

Advertisers inside the BIG IRON XXXI official guide will be allowed to include their Web site address at no extra cost! Your site will be linked to the *North Dakota LIVING* Web site, [ndliving.com](http://ndliving.com) starting in September 2011 and running through August 31, 2012



Digital Flip Page version of the Big Iron Guide will be placed on the Big Iron Web site, [bigironfarmshow.com](http://bigironfarmshow.com) and *North Dakota LIVING* Web site, [ndliving.com](http://ndliving.com).



# BIG IRON XXXI OFFICIAL GUIDE

## Advertising Order Form

Reservation and Ad Materials

Deadline is August 2, 2011

TO ORDER:

1. **Fax** this form to (701) 663-3745
2. **E-mail** cvanhorn@ndarec.com
3. **Call** Clark A. Van Horn at 800-234-0518 or 701-667-6436
4. **Mail** to *North Dakota LIVING*, Attn: Ad Dept., PO Box 727  
3201 Nygren Drive NW, Mandan, ND 58554-0727

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web Site \_\_\_\_\_

Your Web site will be included on the *North Dakota LIVING* Web site: ndliving.com.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please check box for ad size

	B&W	FULL COLOR
2-page spread: 15¼" x 10" (bleed size: 16¼" x 11").....	<input type="checkbox"/> \$3,750.....	<input type="checkbox"/> \$4,050
1. Full page: 7½" x 10" (bleed size: 8¼" x 11") .....	<input type="checkbox"/> \$2,100.....	<input type="checkbox"/> \$2,400
2. ⅔page: 4¾" x 10".....	<input type="checkbox"/> \$1,410.....	<input type="checkbox"/> \$1,715
3. ½ page: 3½" x 10" .....	<input type="checkbox"/> \$1,080.....	<input type="checkbox"/> \$1,380
4. ½ page: 4¾" x 7½" .....	<input type="checkbox"/> \$1,080.....	<input type="checkbox"/> \$1,380
5. ½ page: 7½" x 4⅞" .....	<input type="checkbox"/> \$1,080.....	<input type="checkbox"/> \$1,380
6. ⅓ page: 2¼" x 10" .....	<input type="checkbox"/> \$ 730.....	<input type="checkbox"/> \$1,030
7. ⅓ page: 4¾" x 4⅞" .....	<input type="checkbox"/> \$ 730.....	<input type="checkbox"/> \$1,030
8. ¼ page: 3½" x 4⅞" .....	<input type="checkbox"/> \$ 540.....	<input type="checkbox"/> \$ 840
9. ⅙ page: 4¾" x 2½" .....	<input type="checkbox"/> \$ 365.....	<input type="checkbox"/> \$ 640
10. ⅙ page: 2¼" x 4⅞" .....	<input type="checkbox"/> \$ 365.....	<input type="checkbox"/> \$ 640

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

Do you want your web page/address included in program?  yes  no

For payment, we accept:



For more information or space reservations contact:

Clark A. Van Horn, *North Dakota LIVING*

800-234-0518 • 701-667-6436 • Mobile: 701-226-3521 • **Fax:** 701-663-3745

**E-mail:** cvanhorn@ndarec.com or visit ndliving.com

**1**

Full Page  
3 column  
7½" x 10"

**2**

⅔ Page  
4¾" x 10"

**6**

⅓ Page  
vertical  
2¼" x 10"

**7**

⅓ Page  
horizontal  
4¾" x 4⅞"

**3**

½ Page  
Vertical  
3½" x 10"

**8**

¼ Page  
3½" x 4⅞"

**4**

½ Page  
Vertical  
2 column  
4¾" x 7½"

**9**

⅙ Page  
Horizontal  
4¾" x 2½"

**10**

1/16 Page  
Vertical  
2¼" x 4⅞"

## Production Requirements

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

## Acceptable Formats

The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300 DPI sized to 100%, in one of the formats listed above.

Documents must also contain embedded fonts or fonts converted to outlines. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents. **Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable.**

- Adobe InDesign® CS5
- Adobe Illustrator® CS5
- Adobe Photoshop® CS5
- QuarkXPress® 8.04

## Production Specifications

- Trim size: 8" W X 10¼" H
- Full Page no bleed 7⅝" W x 10" H
- Full Page with bleed 8¼" W x 11" H

## For more information or space reservations

Clark A. Van Horn  
Advertising Manager  
*North Dakota LIVING*  
cvanhorn@ndarec.com  
800-234-0518  
**Direct:** 701-667-6436  
**Mobile:** 701-226-3521  
**Fax:** 701-663-3745  
**Website:** ndliving.com

## FTP Procedure

Window users:

1. Make files or folders you want to upload visible on the desktop
2. Launch Web browser
3. Enter FTP address in browser address window:  
ftp.nisc.coop
4. A window with folders will appear
5. On top Windows Menu Bar, go to File > log in as>
6. User name: magads
7. Password: adcopy
8. Press and hold left mouse button on selected files to be uploaded
9. Drag selected files from your folder to the FTP site folder
10. E-mail: cvanhorn@ndarec.com that your files have been uploaded

Mac users:

1. Open "Fetch" or similar program
2. Enter ftp site address: ftp.nisc.coop
3. User name: magads
4. Password: adcopy
5. Drag and drop your files into the FTP site folder
6. E-mail: cvanhorn@ndarec.com when your files have been uploaded

*NOTE: a firewall on your system may not allow you to access the FTP site folders. If possible, disable the firewall while uploading your files.*

## Deadline dates

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