

FARMTALK

www.FarmTalkNews.com

**Information Guide
For The 60th Anniversary
2021 Western Farm Show
Official Publication &
Directory**



**Expanded Circulation
& Distribution**

**The Western Farm Show
Official Directory Will Reach Your
Customers By Mail, At Area
Agribusinesses, E-mail & Online**

The Official Directory Will Reach Show Customers By Mail, At The Show, At Area Ag Businesses, E-mail & Online

The February 16 Issue Includes The Official Western Farm Show Directory

The February 23 Issue Is The “Week Of The Show” Issue

1. The Official Directory & Week Of The Show Issue are **mailed** to Farm Talk subscribers.
2. The Official Directory & Week Of The Show Issue are **read online** by E-paper subscribers.
3. The Official Directory is **sent** to four state area ag retailers for pre-show customer distribution.
4. The Official Directory & Week Of The Show Issue are **handed out** at the show in several locations.
5. The Official Directory will be **online** at www.farmtalknews.com/special_publications/ or go to www.farmtalknews.com and click on Special Publications in the menu.
6. We will **e-mail** the cover and online link of the Official Directory & Week Of The Show Issue to over 4,000 people.

Advertising Copy Deadline:

FRIDAY, FEBRUARY 4, 2022

ADVERTISING PACKAGES

Add **25,000** Online Ads
For **\$250** To Any Print Ad

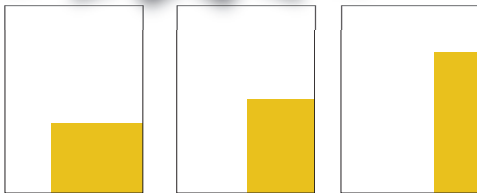
(2) 1/4 Pages

2 col. (3-1/4") x 10-1/2"

3 col. (5") x 7"

4 col. (6.75") x 5-1/4"

\$378⁰⁰ Total



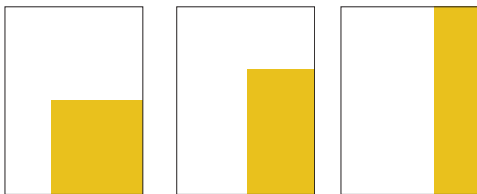
(2) 1/3 Pages

2 col. (3-1/4") x 14"

3 col. (5") x 9-1/3"

4 col. (6.75") x 7"

\$504⁰⁰ Total



(2) 1/2 Pages

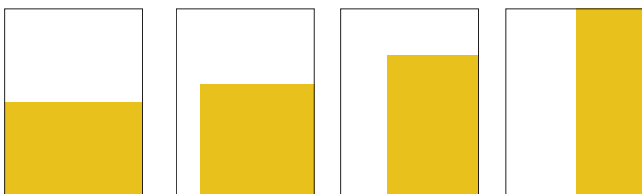
3 col. (5") x 14"

4 col. (6.75") x 10-1/2"

5 col. (8-1/2") x 8-3/8"

6 col. (10-1/4") x 7"

\$714⁰⁰ Total

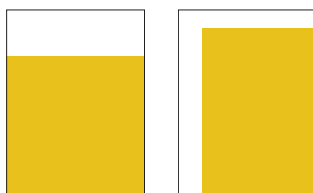


(2) 3/4 Pages

5 col. (8-1/2") x 12.6"

6 col. (10-1/4") x 10-1/2"

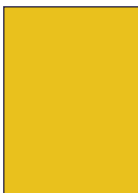
\$1071⁰⁰ Total



(2) Full Pages

6 col. (10-1/4") x 14"

\$1360⁸⁰ Total



Other size rates available.

Black and white ad rates shown. Spot Color: \$77.50/Ad Four Color: \$160.00/Ad

EXTENDED REACH ...

Before, During and After Western Farm Show

BEFORE & DURING THE SHOW...

*Expand the reach of your print ad
to make it more effective and to get more results!*

**We can push your print ad message to be seen online
in Ag homes with Farm Talk's
ADDRESSABLE BEHAVIORAL TARGETING.**

Add a minimum of **25,000 ads** to any print & e-edition ad in Farm Talk News. These 25,000 ads will reach a specific targeted group of addresses in our readership area or any geographic area you choose (up to 50 miles from central point). These addresses are targeted based on a criteria that our Ag Team will select to help you get your message out in front of the correct online Ag audience that you want.

25,000 Ads For Only \$250

Additional Ads Available For \$10 Per 1,000 Ads

AFTER THE SHOW...

*Digitally follow people who attend the 2022 Western Farm Show
for up to 30 days with Addressable Behavioral Targeting!*

How It Works:

- 1) We FOLLOW everyone's smartphone that attends the show.
- 2) We DELIVER digital ads that will appear on the ag news, sports, information, weather, entertainment sites they visit after the show.
- 3) We TARGET OR FOLLOW everyone who attends the show or those people in a certain target geographic area. We can target those who attend that are involved or part of an AG INDUSTRY.

GOLD PACKAGE: 30 days following show attendees with 55,000 ads plus
5,000 ads on www.farmtalknews.com

\$595

SILVER PACKAGE: 21 days following show attendees with 30,000 ads plus
2,000 ads on www.farmtalknews.com

\$349

Get Real Results - Call For More Details!

FARMTALK

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