



**Information Guide  
For 2026  
Western Farm Show  
Official Publication  
& Directory**

**FARMTALK**

[www.FarmTalkNews.com](http://www.FarmTalkNews.com)

**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 11 Issue Includes The  
Official Western Farm Show Directory**

**The February 18 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/](http://www.farmtalknews.com/special_publications/) or go to [www.farmtalknews.com](http://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 5,000 people.

**Advertising Copy Deadline:**

**FRIDAY, JANUARY 30, 2026**

# ADVERTISING PACKAGES

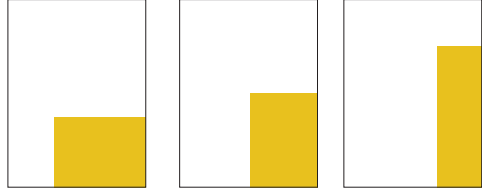
*(Includes Ads In Directory &  
Week-Of-Show Special Editions)*

**Add 25,000  
Online Ads For \$275  
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"

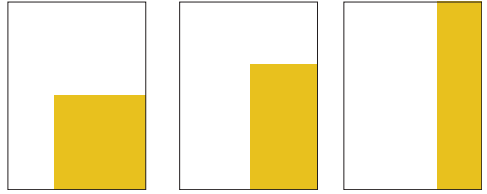
**\$396<sup>90</sup> Total**



## (2) 1/3 Pages

2 col. (3-1/4") x 14"  
3 col. (5") x 9-1/3"  
4 col. (6.75") x 7"

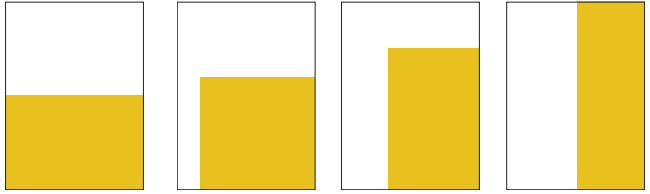
**\$529<sup>20</sup> Total**



## (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"

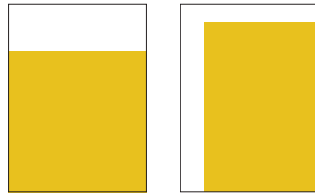
**\$747<sup>60</sup> Total**



## (2) 3/4 Pages

5 col. (8-1/2") x 12.6"  
6 col. (10-1/4") x 10-1/2"

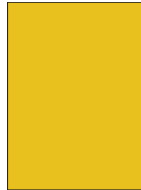
**\$1121<sup>40</sup> Total**



## (2) Full Pages

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

**\$1428<sup>80</sup> Total**



### **BLACK & WHITE AD RATES SHOWN**

*Add \$77.50/Ad For Spot Color  
Add \$160.00/Ad For Four Color*

*Other size rates available.*

## **Digital Packages Available (See Last Page)**

Reach Your Customers BEFORE, DURING and AFTER The Show!

# HARVEST BIGGER RESULTS ...

*With Print AND Digital Ads*

*Boost the impact of your Western Farm Show Directory ad with a targeted customized digital advertising package add-on. We'll scope out commercial producers on their digital devices (phones, iPads, computers, etc.) and nail them with your ad message during and after the show.*

## TARGET WITH PRECISION!

*Three Levels Of Performance To Choose From:*



**\$275**

- Digital ad messages seen 25,000 times
- Reach up to a 50 mile geographic area
- Ads live for two weeks



**\$350**

- Digital ad messages seen 35,000 times
- Reach up to a 100 mile geographic area
- Ads live for three weeks
- 2,000 digital ads on [www.farmtalknews.com](http://www.farmtalknews.com)



**\$550**

- Digital ad messages seen 60,000 times
- Reach up to a 150 mile geographic area
- Ads live for four weeks
- 5,000 digital ads on [www.farmtalknews.com](http://www.farmtalknews.com)

*Ad design and detailed reporting included at all levels.*

**FARM TALK - All Ag All The Time ... In All Ways!**

# FARMTALK

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