For nearly 70 years, the Farm Equipment Manufacturers Association has been the voice of manufacturers of specialized farm equipment. Its 700 member companies rely on the Association to serve as their advocate and valued resource on issues that affect their operations. We deliver through a portfolio of print publications and their online companions.

Advertisers in Association publications reach roughly 2,000 decision makers at every stage of the farm equipment supply chain. Because they are part of this industry publication, advertisers have an outstanding opportunity to be perceived by members as a potential partner.

### About Our Publications

#### Ag Innovator magazine

This quarterly magazine shines a spotlight on member companies, explores issues in agriculture, manufacturing, and plant management, and shares business advice customized for shortline manufacturers. Members also receive a digital edition of Ag Innovator.

#### Membership Directory

The Association's membership directory is a prized benefit of membership. This comprehensive list of companies, executives, and their products—both print and digital—serves as a powerful tool in business development.

It is consistently on the desks of members, and its well-worn corners are a testament to how frequently it is used. The next directory is expected to be published in mid-2019.

#### Shortliner newsletter

This 20-times-a-year, eight-page newsletter offers snapshots of news relevant to members: legislation, regulations, court decisions, corporate mergers, and announcements from member companies. Our members rank Shortliner among their most valued member benefits.

The newsletter typically publishes during the first and third weeks of each month. Variations to the schedule are in response to breaking news, the release of a magazine, or one of the Association’s annual meetings.

The Shortliner is distributed electronically and by mail; advertisers are featured in both.

### Website Advertising

The Association has extremely limited space on its web site for advertisers but welcomes inquiries. The best opportunity for on-screen advertising is in the digital version of Shortliner.

Contact Editor Kristi Ruggles at Ads@FarmEquip.org or (314) 878-2304.
**Dimensions, Rates, and Specifications**

**Shortliner newsletter**
- Medium Vertical
  - Live area: 2.35’ by 5’
  - $250
- Two-column horizontal
  - Live area: 4.75’ by 3’
  - $250
- Three-column horizontal
  - Live area: 7.25’ by 3’
  - $400

**Ag Innovator magazine**
- Full Page: 8.5’ by 11’
  - Live ad area: 8’ by 10.5’
  - $1,000
- Quarter-page:
  - 3.75’ by 4.75’
  - Live area: 3.5’ by 4.5’
  - $300
- Half-page: 8.5’ by 5.5’
  - Live ad area: 8’ by 5’
  - $500
- Eighth-page ($150)
  - 3.75’ by 2.5’
  - Live area: 3.5’ by 2.25’

**Membership Directory**
- Full Page Section Divider: 8.5’ by 11’
  - No bleeds
  - Live ad area: 8’ by 10.5’
  - Logo w/listing
  - $100
  - Roughly 2’ by 1’

**Answers to Frequently Asked Questions**

**Frequency Discount**
Companies who place ads in three of four magazines or 15 of 20 newsletters in 12 month save 10 percent.

**Non-Member Rates**
Rates listed in this media kit apply to member companies. A 25 percent fee is assessed for non-member companies.

**Agencies**
The Association does not offer discounts to advertising agencies.

**Membership Directory**
The next Membership Directory is scheduled for production in 2020.

**Publication trim size is 8.5’ by 11’**. Deadlines are:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020</td>
<td>November 25</td>
<td>December 10</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>March 20</td>
<td>April 3</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>June 12</td>
<td>June 30</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>September 10</td>
<td>October 2</td>
</tr>
</tbody>
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**Advertising Specifications**
The Association accepts only press-ready ad files with fonts embedded. We prefer to receive the files as PDFs. We do not accept files created in Publisher or images copied from web sites.

Images with color must be CMYK with 300 ppi resolution or higher.

**Always keep live matter at least a quarter of an inch away from trim.**

**Edges of bleeds must pull an eighth of an inch past trim size.**

Looking for other marketing opportunities? Sponsor a coffee break or speaker at an annual meeting. Call (314) 878-2304.