

2018/2019 Advertising Opportunities Farm Equipment Manufacturers Association

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 directory went on hiatus in 2017 and is scheduled for publication in early 2018.

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.

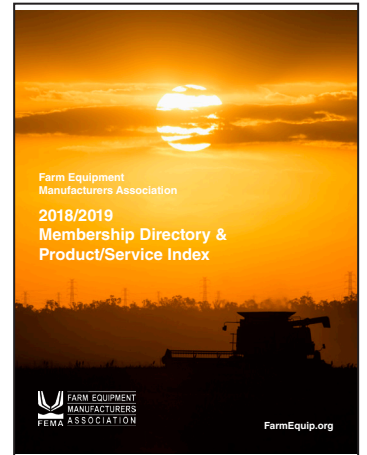
The *Shortliner* is distributed electronically and by mail; advertisers are featured in both.

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*.



Quarterly magazine



Membership directory, published annually starting in 2018

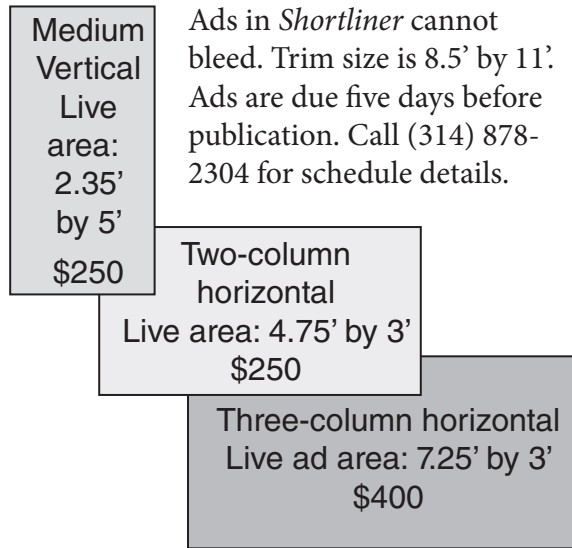


Twenty times a year newsletter

Contact Editor Kristi Ruggles at Ads@FarmEquip.org, or (314) 878-2304.

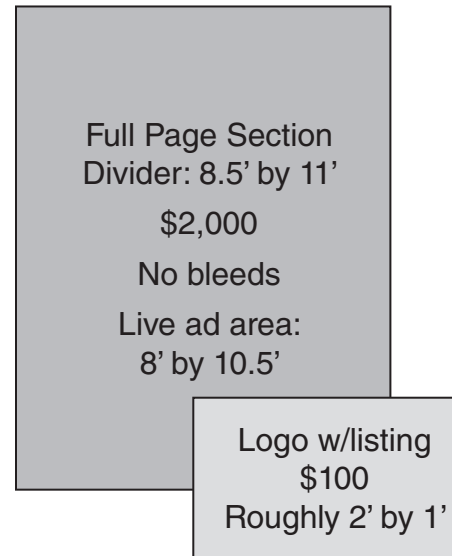
Dimensions, Rates, and Specifications

Shortliner newsletter



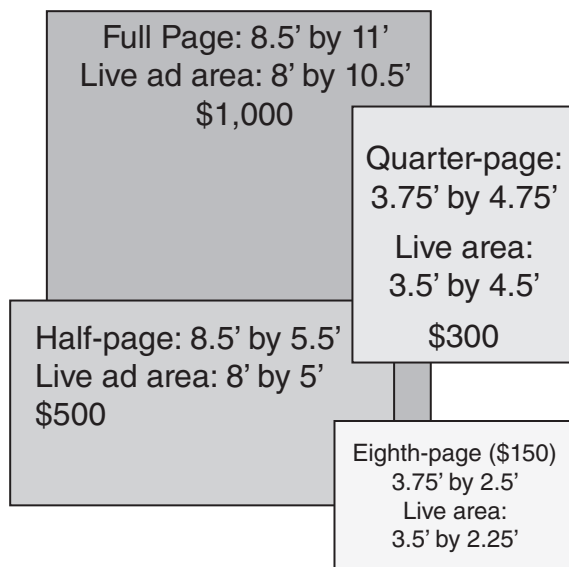
Ads in *Shortliner* cannot bleed. Trim size is 8.5' by 11'. Ads are due five days before publication. Call (314) 878-2304 for schedule details.

Membership Directory



The next Membership Directory is scheduled for production in fall 2019.

Ag Innovator magazine



Publication trim size is 8.5' by 11'. Deadlines are:

Issue	Reservation	Materials Due
Summer/August	June 30	July 10
Fall/November	September 28	October 10
Winter/January	November 30	December 10
Spring/April	February 28	March 13

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.

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.