

ADVERTISE IN
THE MINNESOTA GRAIN AND FEED ASSOCIATION



SEMI-ANNUAL ASSOCIATION MAGAZINE
“MILL & ELEVATOR NEWS”

SPRING 2018 (APRIL) EDITION

The Minnesota Grain and Feed Association will be publishing the thirty-fifth issue of its semi-annual (spring and fall edition) magazine entitled “Mill & Elevator News” and we’d like your firm to consider taking advantage of its wide-spread distribution and low per copy advertising rates. Each member elevator and feed mill (including branches) will receive a copy of the magazine free. The content of the magazine will consist of very pertinent and more in-depth stories, news, charts, maps, human interest stories and historical notes. It is designed to compliment our monthly newsletter and expand our information dissemination and education role as a state trade association. Other than our annual directory, this semi-annually issued magazine will offer you the best method to have your products and/or services placed directly in the hands of those you depend on for your livelihood.

Please review the enclosed information and give strong consideration to participating as an advertiser in this industry specific magazine.

NOTE:

- *Advertisers have the option to submit an ad to run in both the Spring and Fall edition at a reduced rate, which saves time and hassle for both you and us and locks in one price for the two 2018 issues.*
- We will be using the same printer that printed our fall magazine so current magazine advertisers have the option of re-running an existing ad in this edition of the magazine.
- Advertising space is limited so priority will be given to firms who have run ads in the previous issue of the magazine, with further consideration extended to association members.

MAGAZINE SPECIFICATIONS

Ad Size: 4 ½” x 6 ¾”; 4 ½” x 3 ¼”; or 8 ½” x 11”

Line Screen: 150 Black & White / 200 Four Color

ATTENTION ADVERTISERS: Electronic ad files via email are preferred. Please include hard-copy printout, all fonts and supporting artwork. Most major layout software programs are acceptable. Please call the printing company with any questions regarding file submission. Color printout should be included for all color advertising. Charges for typesetting and/or changes to existing and hard-copy ads are not included in rates.

MGFA Contact: **Laura Lemke** at e-mail: laura@mgfa.org

Printing Company: **Documation, LLC**

Printing Company Contact: **Alyssa Taran** at 1-800-951-6729 or e-mail at alyssa@documation.com

Deadline for Returning Completed Form AND Ad Materials: March 30, 2018

SPRING 2018
MGFA MAGAZINE ORDER FORM

Please Print or Type:

Company name of Advertiser: _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____ Contact Person: _____

E-mail Address: _____

Please Complete The Following:

Advertising Rates & Specifications

<u>Ad Size (width x height)</u>	<u>Rates</u>	
<i>Basic Rates:</i>	<i>Spring Edition ONLY</i>	<i>Spring & Fall Editions</i>
4 1/2"x 3 1/4" Black & White.....	\$330 _____	\$600 _____
4 1/2"x 6 3/4" Black & White.....	\$355 _____	\$650 _____
8 1/2"x 11" Black & White.....	\$485 _____	\$900 _____
*Inside Front Cover - 8 1/2"x 11" Black & White.....	\$575 _____	\$1085 _____
*Outside Back Cover - 8 1/2"x 11" Black & White.....	\$575 _____	\$1085 _____
*Inside Back Cover - 8 1/2"x 11" Black & White.....	\$535 _____	\$1025 _____
<i>Additional Charges:</i>		
Additional Color Charge.....	\$150/color _____ X 2	
Four Color Process.....	\$485 _____ X 2	
	Grand Total \$ _____	

Ad Options:

- (✓)
- 1) Please re-run the ad that appeared in the last edition of the MGFA magazine..... _____
 - 2) Please use our 2018 directory ad (including the same ad size, color, etc.)
to run in the magazine..... _____
 - 3) New ad copy enclosed..... _____

* Offered to previous space holders on a first turndown basis.

NOTICE: ADS WILL BE BILLED OUT AT PUBLICATION OF THE MAGAZINE. PRICES ARE NET TO US. NO CASH OR AGENCY DISCOUNTS ALLOWED. A PROOF OF YOUR AD WILL BE SENT FOR REVIEW AND APPROVAL PRIOR TO PRINTING.

Material Deadline: March 30, 2018

Return Ad Materials and this completed form to:

Minnesota Grain and Feed Association

Attn: Laura Lemke

3470 Washington Drive, Suite 200, Eagan, MN 55122

Phone: (651) 454-8212 Fax: (651) 454-8312 e-mail: laura@mgfa.org