

DON'T MISS THIS OPPORTUNITY TO PROMOTE YOUR BUSINESS AT THE 2023 FARM SHOW



Advertise in the 2023 Pennsylvania Farm Show Visitor's Guide.

35,000 copies printed and distributed FREE at the 2023 Pennsylvania Farm Show, January 7-14, 2023.

Ad Rates: Price includes color

Back Page	\$3,000
Inside Front	\$2,500
Inside Back Page	\$2,500
Front of Center	\$2,000
Back of Center.....	\$2,000
Full Page	\$1,400
1/2 Page Horizontal.....	\$700
1/4 Page	\$400

Deadline to submit camera ready ads to the Foundation is Friday, Oct. 28, 2022.

Email: farmshowfriends@gmail.com

Phone: Gerald Reichard, 717-729-7158

Mail: Friends Of The Pennsylvania Farm Show
2300 North Cameron Street
Harrisburg, PA 17110

Need Ad Design Assistance?

Email Rachel Schlegel: penguingraphixs@gmail.com
ATTNT: 2023 VG Ad Assistance

Foundation Contact Information

Email Us:

farmshowfriends@gmail.com

Visit Us:

www.friendsoffarmshow.com

Like us on Facebook:

FriendsofPAFarmShow

The Foundation exists in order to stimulate, facilitate and support educational programs, incentives and events relating to the annual Pennsylvania Farm Show.

The Friends of the Pennsylvania Farm Show Foundation, Inc., that was incorporated in the Commonwealth of Pennsylvania in 2010 as a non-profit corporation, is recognized as a tax-exempt, charitable organization under Section 501(c)(3) of the United States Internal Revenue Code. Contributions to the Foundation are tax deductible.

Official registration and financial information about Friends of the Pennsylvania Farm Show Foundation, Inc. may be obtained from the Pennsylvania Department of State. Registration does not imply endorsement.



FRIENDS OF THE
**PENNSYLVANIA
FARM SHOW**
FOUNDATION, INC.
www.friendsoffarmshow.com

Business Name: _____ Check Enclosed:

Address: _____ Bill Me:

Phone # _____

Email _____

Ad Size: Preferred Page Full Page Half Page Quarter Page

2023 VISITORS GUIDE AD SIZES

Full Page Non Bleed Ad	7" x 9.75"
Full Page Ad Full Bleed	7" X 9.75" (.625" bleed of artwork/background) (Final size of pdf MUST BE 8.25" x 11")
Half Page Horizontal.....	7" x 4.73"
Quarter Page	3.416" x 4.73"

PDF is the preferred file format. PDF requirements are:

- BLACK & WHITE or grayscale ads MAY NOT have any color in them.
- COLOR must be CMYK PROCESS. No RGB, Pantone, Spot, etc. Do not embed color profiles.
- ALL FONTS must be embedded. Please verify before sending.
- OPI SETTINGS must be turned OFF.

General pre-flight guidelines:

- Prepare your ad at actual size.
- Type should be no smaller than 7 point, 10 point minimum on reversed type, use a bold face.
- Double check that all color is CMYK process only.
- Include all licensed screen and printer fonts in a folder labeled "FONTS".
All fonts must be PostScript Type I fonts.

IMPORTED GRAPHICS & IMAGES:

- Include all necessary files
- All graphics should be saved as TIFF or EPS files.
- Resolution should be 300 DPI maximum.
- Line screen: 150
- For best results graphics should not be scaled more than 25% in document.
- Security Settings must be turned OFF.

Is your PDF too large to send through email?

**Contact Rachel Schlegel: penguingraphixs@gmail.com,
ATTNT. 2023 VG AD to receive a Dropbox link.**