



# 2018 WORLD DAIRY EXPO

## Ad & Listing Form for

### *The International Visitor*

*The International Visitor* is a full-color magazine that features articles and show information. The publication is provided to all international guests at International Registration and available digitally year-round on the World Dairy Expo website.

The International Buyer's Guide and Export Directory, a listing of companies that market their products and services outside the US, is published within *The International Visitor*. Each listing includes your company name and contact information, as well as a 50-word description of products and services. Listings are \$200. Companies who exhibit in the International Lounge receive a complimentary listing with their booth fee. Companies must be a World Dairy Expo exhibitor to advertise in *The International Visitor*.

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

#### **Advertising in The International Visitor:**

\_\_\_\_\_ Full Page – \$700 (8.5”w x 11”h, set bleed at .0125” on all sides)

\_\_\_\_\_ Half Page – \$500 (Horizontal: 7.75”w x 4.875”h or Vertical: 3.75”w x 10”h)

\_\_\_\_\_ Quarter Page – \$300 (3.75”w x 4.875”h)

#### **Listing in the International Buyer's Guide and Export Directory:**

\_\_\_\_\_ Listing – \$200

\_\_\_\_\_ Exhibitors with a booth in the International Lounge – complimentary

Please submit the following information to Crystal Ripp at [cripp@wdexpo.com](mailto:cripp@wdexpo.com) exactly as it should be published: Company Name, Contact Person (up to two names), Address, Phone, Fax, Email, Website and a 50-word summary of products and services. Summaries should be in sentence form. World Dairy Expo will proof your summary and may make corrections.

This application must be received with payment by August 1 to be included in *The International Visitor*. A high resolution PDF of your ad and/or the listing information is due Wednesday, August 8 to Crystal Ripp at [cripp@wdexpo.com](mailto:cripp@wdexpo.com). World Dairy Expo reserves the right to reject any application for any reason.

By signing below, you are indicating that all above information is correct and you wish to be included in the 2018 World Dairy Expo issue of *The International Visitor* and/or the International Buyer's Guide and Export Directory.

Exhibitor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



2018 World Dairy Expo

# *The International Visitor*

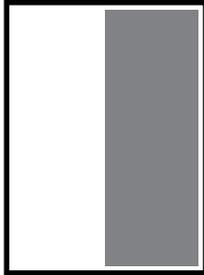
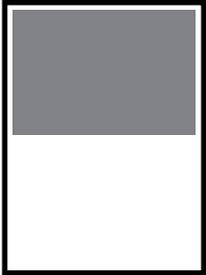
## Ad Specs



**Full Page:**

8.5”w x 11”h (\$700)

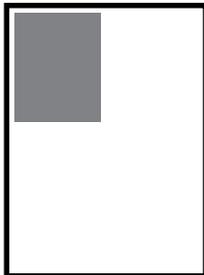
Full bleed is recommended.  
Set bleed at .125” on all sides.



**Half Page:**

7.75”w x 4.875”h – Horizontal (\$500)

3.75”w x 10”h – Vertical (\$500)



**Quarter Page:**

3.75”w x 4.875”h (\$300)

**Details for All Ads:**

Color: 4-color process (submit CMYK files)

File: High resolution PDF, at least 300 dpi

Email PDF to: [cripp@wdexpo.com](mailto:cripp@wdexpo.com)

Deadline: Wednesday, August 8

**Questions?** Contact Crystal at 608-224-6455 or [cripp@wdexpo.com](mailto:cripp@wdexpo.com)