

BUYER'S GUIDE

Each advertiser is entitled to five free listings in the classified section in the back of the directory. Please indicate the five categories under which you want your firm to be listed (additional listings are \$5.00 each)

- | | |
|---|---|
| <input type="checkbox"/> Application Equipment – Fertilizer Systems
Liquid Injection | <input type="checkbox"/> Distributor/Wholesaler – Plant Machinery &
Parts |
| <input type="checkbox"/> Application Equipment – Knives | <input type="checkbox"/> Education |
| <input type="checkbox"/> Application Equipment – Liquid, Self-
Propelled, High Flotation | <input type="checkbox"/> Engineering |
| <input type="checkbox"/> Application Equipment – Liquid, Tractor
Drawn | <input type="checkbox"/> Environmental |
| <input type="checkbox"/> Application Equipment – Meters, Valves | <input type="checkbox"/> Farm Supplies—Gasoline, Diesel Fuel |
| <input type="checkbox"/> Application Equipment – Pesticide
Applicators | <input type="checkbox"/> Fertilizer |
| <input type="checkbox"/> Application Equipment – Pesticide, Nozzles,
Nozzle Fittings | <input type="checkbox"/> Grain |
| <input type="checkbox"/> Application Equipment – Pumps, Diaphragm | <input type="checkbox"/> Hoses |
| <input type="checkbox"/> Application Equipment – Pumps, Liquid | <input type="checkbox"/> Hoses – Liquid Fertilizer NH3 |
| <input type="checkbox"/> Application Equipment – Spreaders, Self-
Propelled | <input type="checkbox"/> Human Resource Services |
| <input type="checkbox"/> Application Equipment – Spreaders, Tractor-
Drawn | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Application Equipment – Spreaders, Truck-
Mounted | <input type="checkbox"/> Internet Service/E Commerce |
| <input type="checkbox"/> Application Equipment – Tanks, Nurse | <input type="checkbox"/> Inventory Management |
| <input type="checkbox"/> Application Equipment – Tenders | <input type="checkbox"/> K-Mag Fertilizer |
| <input type="checkbox"/> Application Equipment – Tires, High
Flotation | <input type="checkbox"/> Laboratories |
| <input type="checkbox"/> Application Equipment – Tubing | <input type="checkbox"/> Loaders |
| <input type="checkbox"/> Application Equipment – Valves | <input type="checkbox"/> Manufacturer – Ag-Chemicals |
| <input type="checkbox"/> Application Equipment – Wagons, Nurse
Tanks | <input type="checkbox"/> Manufacturer – Ag-Chemicals, Adjuvants |
| <input type="checkbox"/> Appraisal Service | <input type="checkbox"/> Manufacturer – Fertilizer, Anhydrous (NH3) |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Manufacturer – Fertilizer, Bag |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Manufacturer – Fertilizer, Dry |
| <input type="checkbox"/> Bin Bottom Repair | <input type="checkbox"/> Manufacturer – Fertilizer, Dry (Bulk) |
| <input type="checkbox"/> Computer Services | <input type="checkbox"/> Manufacturer – Fertilizer, Liquid |
| <input type="checkbox"/> Concrete Patching & Repair | <input type="checkbox"/> Manufacturer – Fertilizer, Micro-Nutrients |
| <input type="checkbox"/> Distributor/Wholesaler – Ag-Chemicals | <input type="checkbox"/> Mapping Software |
| <input type="checkbox"/> Distributor/Wholesaler – Ag-Chemicals,
Adjuvants | <input type="checkbox"/> Micro-Nutrients |
| <input type="checkbox"/> Distributor/Wholesaler – Ag-Chemicals,
Fungicides | <input type="checkbox"/> Micro-Nutrients, Secondary |
| <input type="checkbox"/> Distributor/Wholesaler – Ag-Chemicals,
Herbicides | <input type="checkbox"/> Piping |
| <input type="checkbox"/> Distributor/Wholesaler – Ag-Chemicals,
Insecticides | <input type="checkbox"/> Plants, Bulk Blend |
| <input type="checkbox"/> Distributor/Wholesaler – Fertilizer, Acids | <input type="checkbox"/> Plants, Liquid Mixing |
| <input type="checkbox"/> Distributor/Wholesaler – Fertilizer,
Anhydrous (NH3) | <input type="checkbox"/> Processing – Blending Systems |
| <input type="checkbox"/> Distributor/Wholesaler – Fertilizer, Bag | <input type="checkbox"/> Processing – Meters, Liquid, Chemicals &
Suspension |
| <input type="checkbox"/> Distributor/Wholesaler – Fertilizer, Dry | <input type="checkbox"/> Services -- Auction |
| <input type="checkbox"/> Distributor/Wholesaler – Fertilizer, Dry (Bulk) | <input type="checkbox"/> Services – Consultant |
| <input type="checkbox"/> Distributor/Wholesaler – Fertilizer, Liquid | <input type="checkbox"/> Services – Painting |
| <input type="checkbox"/> Distributor/Wholesaler – Micro-Nutrients | <input type="checkbox"/> Services – Roofing |
| | <input type="checkbox"/> Services – Sandblasting |
| | <input type="checkbox"/> Services—Sign Design and Painting |
| | <input type="checkbox"/> Services—Waterproofing |
| | <input type="checkbox"/> Soil Sampling Equipment |
| | <input type="checkbox"/> Storage – Bins |
| | <input type="checkbox"/> Storage – Storage Systems |
| | <input type="checkbox"/> Storage – Tanks |
| | <input type="checkbox"/> Tanks |
| | <input type="checkbox"/> Tires |
| | <input type="checkbox"/> Transportation |



2015 - 2016 Annual Directory Advertising Prospectus and Space Reservation Contract

KANSAS AGRIBUSINESS RETAILERS ASSOCIATION
816 SW Tyler, Suite 100 ♦ Topeka, Kansas 66612
785-234-0463 ♦ 785-234-2930 Fax

**KARA IS THE ONLY ORGANIZATION IN KANSAS
WHICH REPRESENTS THE ENTIRE
FERTILIZER AND CHEMICAL INDUSTRY**

The Directory offers complete listings of Retail/Wholesale Fertilizer & Chemical Dealers, Manufacturers, Distributors and Associated Services in the State of Kansas.

ADVERTISING COVERAGE

The effect of various advertising media differs. Most are discarded and forgotten. Your ad in the Kansas Agribusiness Retailers Association Directory will have lasting impact. It is the most direct form of advertising to the industry. This reference is used for a whole year and will continue to sell your products and services to the KARA membership through all of 2015 and into 2016.

Our advertisers receive one complimentary copy and may order additional copies for only \$40.00 each, plus sales tax.

Each directory contains a Buyer's Guide of classified listings by products and services. It is considered by the industry as THE place to locate information on "where to buy". **Please choose five free cross listings from the Buyer's Guide on the reverse side.**

SPACE SIZE AND FILE FORMAT

Materials to be furnished by the advertiser: Camera ready art in either **JPG or GIF format**. We also accept them in the following formats:

- Microsoft Word • Microsoft Publisher • Adobe PDF
- Adobe Photoshop • Adobe Illustrator

Full page ad - 4 1/8 x 7 1/8 Half page ad - 4 1/8 x 3 1/2

ADVERTISING RATES

Inside Front Cover.....\$425.00	Half page B/W\$240.00
Inside Back Cover\$425.00	Non-Member.....\$325.00
Back Cover.....\$500.00	Tab Insert\$370.00
Full Page B/W\$335.00	Non-Member.....\$450.00
Non-Member\$395.00	

Add Color (each)..... \$ 75.00

*****If you are unable to provide an electronic copy of your ad, we will recreate your ad for an additional charge.**

DIGITAL DIRECTORY LINK

The KARA Annual Directory is also in digital format at www.ksagretailers.org. All ads will be displayed and your ad can link directly to your company's website. Please provide your website or an email address for this free link.

***This Space Reservation Contract Due January 2, 2015
Ad Copy Due January 23, 2015***

Directory Advertisers receive a 20% discount on website advertising. See the enclosed flier for details.

**2015-2016 KARA DIRECTORY SPACE
RESERVATION**

FIRM

WEBSITE URL

MAILING ADDRESS

CITY/STATE/ZIP

CONTACT

EMAIL ADDRESS PHONE
ADVERTISING AGENCY
No Agency Discount Allowed

AGENCY

MAILING ADDRESS

EMAIL ADDRESS PHONE

_____	INSIDE FRONT COVER	\$425.00
_____	INSIDE BACK COVER.....	\$425.00
_____	BACK COVER	\$500.00
_____	FULL PAGE B/W	\$335.00
_____	NON MEMBER	\$395.00
_____	HALF PAGE B/W.....	\$240.00
_____	NON MEMBER	\$325.00
_____	TAB INSERT	\$370.00
_____	NON MEMBER	\$450.00
_____	ADD COLOR... (each)	\$ 75.00

Please specify: **RED, BLUE, YELLOW, GREEN, OTHER** _____

- _____ **REPEAT 2014 AD w/CHANGES**
- _____ **REPEAT 2014 - NO CHANGES**
- _____ **NEW COPY - EMAILED OR DISC MAILED** (admin@kansasag.org)
(Copy due January 23, 2015)
- _____ **RECREATE AD, ADVERTISER WILL PROVIDE TEXT, PHOTOS,
LOGOS ETC. *** (Additional Charge)**

Authorized By /Date

Bill: Firm _____ **Agency** _____