

# THE OFFICIAL BIG IRON FARM SHOW XLIII

PRESENTED BY **ndfb**  
Cass County

RESERVE YOUR  
AD SPACE  
TODAY!

## BIG IRON FARM SHOW XLIII

PRESENTED BY **ndfb**  
Cass County



SEPTEMBER 12-14, 2023

WEST FARGO, ND • 701-282-2288 • BIGIRONFARMSHOW.COM  
RED RIVER VALLEY FAIRGROUNDS

THE OFFICIAL BIG IRON FARM SHOW GUIDE  
PUBLISHED BY *NORTH DAKOTA LIVING*

Dear prospective Big Iron Farm Show advertisers,

We are excited to welcome you and your company to the 43rd annual Big Iron Farm Show September 12th - 14th at the Red River Valley Fairgrounds in West Fargo, North Dakota!

The Big Iron Farm Show staff has been actively planning for this year's show which will bring together agricultural leaders from around the world to take part in the largest Farm Show in the upper Midwest.

The Big Iron Farm Show continues to grow with new exhibitors and new features every year while maintaining the stronghold features that have made the Big Iron Farm Show so successful since 1980. Some new additions to expect for this year's Farm Show will be the new year-round Ag Center that will offer educational opportunities to the public, expansion to the food court, and changes to the layout.

Advertising with *North Dakota Living* allows you and your company the opportunity to connect with peers in the industry and farmers continuing to look for the latest information in the agricultural industry. *North Dakota Living* produces the official publication of the Big Iron Farm Show providing you the opportunity to reach thousands of individuals at one time during the Big Iron Farm Show.

We look forward to seeing you and your company at the 43rd anniversary of the Big Iron Farm Show from September 12th - 14th.

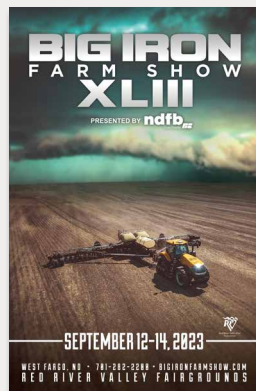
Thank you,



**Cody Cashman**  
Red River Valley Fair  
CEO

Big Iron is a subsidiary of the  
Red River Valley Fair Association

# THE OFFICIAL BIG IRON FARM SHOW GUIDE DELIVERS VALUES!



## CIRCULATION

- Full-color magazine guide, printed on glossy paper
- With a total circulation of more than 63,000 and a potential audience of 200,000-plus readers, your ad reaches the farmers and ranchers of North Dakota and western Minnesota
- More than 7,000 copies printed for gate distribution during the Big Iron Farm Show
- 16,000 copies inserted into five western Minnesota newspapers one week before the show. The papers included are: *Detroit Lakes Tribune*, *Perham Focus*, *Park Rapids Enterprise*, *Alexandria Echo Press*, *The Bemidji Pioneer* and the *Wadena Pioneer Journal*
- Big Iron guides will be available at the *North Dakota Living* booth located inside the Ag Building
- Poly-bagged and distributed as a supplement with *North Dakota Living*, the state's #1 monthly publication in circulation and readership

## DIGITAL FLIP-PAGE VERSION

The entire Big Iron Farm Show Official Guide, including the ads, will be linked on the Big Iron website, [bigironfarmshow.com](http://bigironfarmshow.com), and *North Dakota Living* website, [ndliving.com](http://ndliving.com), as a digital Big Iron Guide. This digital version includes a realistic version of the Big Iron Guide with a full reproduction of the entire contents, along with turning pages.

## FEATURED & DAILY EVENTS

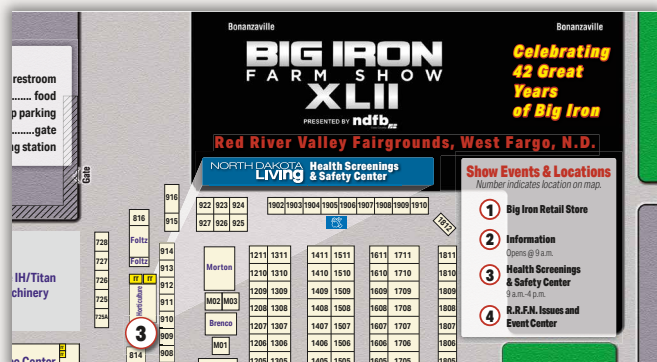
- Easy-to-find daily schedule of events
- What to do and see at THE BIG IRON FARM SHOW

## INTERNATIONAL VISITORS PROGRAM

- Information about buyers from around the globe that do business at THE BIG IRON FARM SHOW

## DETAILED BIG IRON MAP

- Detailed full-color map showing exhibitor locations and special events taking place on the fairgrounds
- Location of exhibitor buildings
- Complete route of "People Mover" shuttle
- Advertisers exhibit location highlighted on the map



## Exhibitors' List and Map Legend

(CONTINUED FROM PAGE 17)

Gaber Distributors	609	Le Mars Toy Store	106	Nodak Insurance Company/American West Insurance	H3
Garratt Industries Ltd.	K55, K56	LeafFilter Gutter Protection	C15	N.D. Corn Growers Association	C42, C4
Gates Manufacturing	628-631	Leedstone Inc.	K76	N.D. Department of Agriculture	A2
Gateway Building Systems Inc.	AC1, AC2	Legacy Financial Partners - Ameriprise Financial	L25	North Dakota Farmers Union/Insurance	A5
General Carbide Corporation	L76	Legacy Seeds	C25, C26, C37, C38, L4	North Dakota Soybean Council	C
General Equipment	201-204	Legend Seeds Inc.	L5	North Dakota Soybean Growers Association	C
Geringhoff	Geringhoff	Lemken USA	507, 508	N.D. State Seed Department	C5
Golden Harvest	C68, C69	Lightspring Solar	1202	North Star Ag	415-419, 514-51
Goodson Industries Ltd.	L78, L80	Linde Gas and Equipment	W9		
Grainsight	H40				

## EXHIBITORS' LIST & BOOTH LOCATION

- Exhibitors' list complete with exhibitor booth numbers
- Advertisers highlighted on listing

## EXHIBITOR PRODUCTS AND NEWS

### AGCOUNTRY PROUD TO BE AT BIG IRON

AgCountry Farm Credit Services lives its mission every day to serve agriculture and rural America. Whether it's agricultural loans or leases, home loans, crop insurance, tax and accounting services or succession and retirement planning, you can depend on AgCountry for all your financial needs. Being farmer-owned, AgCountry serves over 25,000 patrons in portions of Minnesota, North Dakota and Wisconsin. As part of the national system, AgCountry's member-owners have the ability to share cooperative earnings in the form of

the ninth-largest ag lender in the United States, Bremer Bank provides a comprehensive range of banking, investment, wealth management and insurance products and services. Find a local ag banker at [www.bremer.com](http://www.bremer.com).

### CENTRAL MCGOWAN SUPPLIES WELDERS

Central McGowan started as a small welding distributor in 1947, and has been serving manufacturers, farmers, ranchers and home hobbyists ever since. It is proud to be family-owned and offers:

## ADVERTISERS' PRODUCT & SERVICE NEWS RELEASE

Big Iron advertisers will be able to include a 150-word product/service release with a photo which will be included in the guide.

## Advertisers' Index

Acme Tools		Litzau Farm Drainage	
Acme Bldg.	13	Booth: W8	25
<a href="http://www.acmetools.com">www.acmetools.com</a>		<a href="http://litzaufarmdrainage.com">litzaufarmdrainage.com</a>	
Agassiz Seed & Supply	35	Mandako	31
Booth: H24		Booth: 1409-1411, 1507-1511	
<a href="http://www.agassizseed.com">www.agassizseed.com</a>		<a href="http://www.mandako.com">www.mandako.com</a>	
AgCountry Farm Credit	7	Metra Grain Cleaners LLC	2-3
Foltz Building		Booth: 3003	
<a href="http://www.agcountry.com">www.agcountry.com</a>		<a href="http://www.gcsgraincleaner.com">www.gcsgraincleaner.com</a>	
Agnew Steel Inc.	24	Midwest Perma-Column	24
Booth: M78		Booth: J-8, J-16	

## ADVERTISERS' INDEX INCLUDING WEBSITE LISTING

- Complete alphabetical listing of advertisers including booth number and website listing.
- Advertisers inside the Big Iron Farm Show Official Guide will have their website address linked to the *North Dakota Living* website, [ndliving.com](http://ndliving.com), starting in September 2023, and running through Aug. 31, 2024.





**MAXIMIZE YOUR ADVERTISING DOLLAR  
BY ADVERTISING IN**

## **BIG IRON XLIII FARM SHOW OFFICIAL GUIDE**

- 🔧 Your display ad placed inside an attractive, well-read Official Big Iron Farm Show Guide, with an estimated readership of over 200,000.
- 🔧 Your exhibitor location highlighted on the full-color map and exhibitor listing.
- 🔧 Your product and service news release with photo (150 words or less).
- 🔧 Advertiser Index which will include your company name, website, Big Iron booth number and page number of your ad.
- 🔧 Your website linked to the *North Dakota Living* website, [ndliving.com](https://ndliving.com), starting in Sept. 2023, and running through Aug. 31, 2024.
- 🔧 Digital Flip-Page Big Iron Farm Show Official Guide linked on the Big Iron and *North Dakota Living* websites.

[bigironfarmshow.com](https://bigironfarmshow.com) • [ndliving.com](https://ndliving.com)

### **SPACE RESERVATION AND AD MATERIAL**

**SUBMISSIONS: July 27, 2023**

**PUBLICATION DATE: Sept. 1, 2023**

**BIG IRON XLIII FARM SHOW: Sept. 12-14, 2023**

### **PREFERRED AD FORMATS**

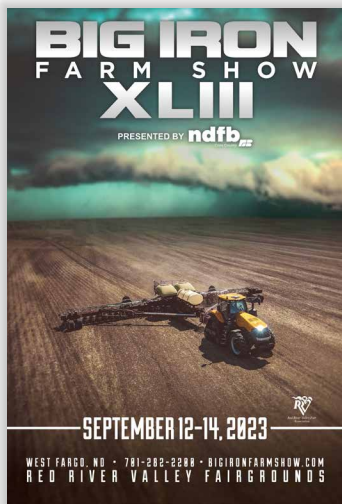
- High-resolution (300 DPI) Adobe PDF.
- High-resolution (300 DPI) EPS in CMYK or grayscale. EPS files include embedded fonts or fonts converted to outlines.
- High-resolution (300 DPI) TIFF in either CMYK or grayscale.

### **UPLOADING PROCEDURE**

Follow the steps below to get started:

1. Go to your web browser and type in the address, <https://ndliving.wetransfer.com>
2. Follow the onscreen steps to upload your ad or files. Can place up to 20GB of materials.





# BIG IRON XLIII

## FARM SHOW OFFICIAL GUIDE

### Advertising order form

**Reservation and Ad Materials Deadline is  
July 27, 2023**

TO RESERVE AD SPACE TODAY:

1. Go to: <https://ndliving.com/form/bigironadform>
2. Email: [dcrabbe@ndarec.com](mailto:dcrabbe@ndarec.com)
3. Call Duane Crabbe at 800.234.0518 or 701.667.6436
4. Mail to *North Dakota Living*, Attn: Ad Dept., PO Box 727  
3201 Nygren Drive NW, Mandan, ND 58554-0727

#### INCLUDED WITH YOUR AD

Will you be sending a 150 word product/service release? ☐ yes ☐ no

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Your Website will be included on the North Dakota Living website: [ndliving.com](http://ndliving.com).

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please check box for ad size . . . . . B&W . . . . . COLOR**

2-page spread: 14 $\frac{1}{4}$ " x 9 $\frac{3}{4}$ " (bleed size: 16 $\frac{1}{2}$ " x 11 $\frac{1}{4}$ ") . . . . . ☐ \$4,200 . . . . ☐ \$4,500

Inside front cover, Page 1 & back cover (If available, otherwise Full Page rate apply.) . . . . . ☐ \$2,995

1. Full page: 6 $\frac{3}{4}$ " x 9 $\frac{3}{4}$ " (bleed size: 8 $\frac{1}{2}$ " x 11 $\frac{1}{4}$ ") . . . . . ☐ \$2,565 . . . . ☐ \$2,875

2.  $\frac{2}{3}$  page: 4 $\frac{1}{4}$ " x 9 $\frac{3}{4}$ " . . . . . ☐ \$1,775 . . . . ☐ \$2,085

3.  $\frac{1}{2}$  page: 3 $\frac{1}{4}$ " x 9 $\frac{3}{4}$ " . . . . . ☐ \$1,345 . . . . ☐ \$1,655

4.  $\frac{1}{2}$  page: 4 $\frac{1}{4}$ " x 7 $\frac{1}{4}$ " . . . . . ☐ \$1,345 . . . . ☐ \$1,655

5.  $\frac{1}{2}$  page: 6 $\frac{3}{4}$ " x 4 $\frac{3}{4}$ " . . . . . ☐ \$1,345 . . . . ☐ \$1,655

6.  $\frac{1}{3}$  page: 2 $\frac{1}{8}$ " x 9 $\frac{3}{4}$ " . . . . . ☐ \$905 . . . . ☐ \$1,215

7.  $\frac{1}{3}$  page: 4 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ " . . . . . ☐ \$905 . . . . ☐ \$1,215

8.  $\frac{1}{4}$  page: 3 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ " . . . . . ☐ \$685 . . . . ☐ \$985

9.  $\frac{1}{8}$  page: 4 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ " . . . . . ☐ \$465 . . . . ☐ \$775

10.  $\frac{1}{8}$  page: 2 $\frac{1}{8}$ " x 4 $\frac{3}{4}$ " . . . . . ☐ \$465 . . . . ☐ \$775

For more information or space reservations contact:

**Duane Crabbe, North Dakota Living**

800.234.0518 • 701.667.6436 • **Cell:** 701.391.2164

**Email:** [dcrabbe@ndarec.com](mailto:dcrabbe@ndarec.com)

**Go to:** <https://ndliving.com/form/bigironadform>

For payment, we accept:



**1**

Full Page  
3 column  
6 $\frac{3}{4}$ " x 9 $\frac{3}{4}$ "

**2**

$\frac{2}{3}$  Page  
4 $\frac{1}{4}$ " x 9 $\frac{3}{4}$ "

**6**

$\frac{1}{3}$  Page  
vertical  
2 $\frac{1}{8}$ " x 9 $\frac{3}{4}$ "

**7**

$\frac{1}{3}$  Page  
horizontal  
4 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "

**5**

$\frac{1}{2}$  Page  
Horizontal  
6 $\frac{3}{4}$ " x 4 $\frac{3}{4}$ "

**3**

$\frac{1}{2}$  Page  
Vertical  
3 $\frac{1}{4}$ " x 9 $\frac{3}{4}$ "

**8**

$\frac{1}{4}$  Page  
3 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "

**9**

$\frac{1}{8}$  Page  
Horizontal  
4 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "

**4**

$\frac{1}{2}$  Page  
Vertical  
2 column  
4 $\frac{1}{4}$ " x 7 $\frac{1}{4}$ "

**10**

$\frac{1}{8}$  Page  
Vertical  
2 $\frac{1}{8}$ " x 4 $\frac{3}{4}$ "