

THE OFFICIAL

BIG IRON FARM SHOW XLII

PRESENTED BY **ndfb**
Cass County

RESERVE YOUR
AD SPACE
TODAY!

BIG IRON FARM SHOW XLII

PRESENTED BY **ndfb**
Cass County



SEPTEMBER 13-15, 2022

BIG IRON FARM SHOW IS A SUBSIDIARY OF THE RED RIVER VALLEY FAIR ASSOCIATION
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 42nd annual Big Iron Farm Show September 13th-15th 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 Farm Show that 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 strong hold 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 expanding to include construction - related exhibitors and adding stock car racing at the Red River Valley Speedway on Wednesday, September 14th.

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 42nd anniversary of the Big Iron Farm Show September 13th-15th!

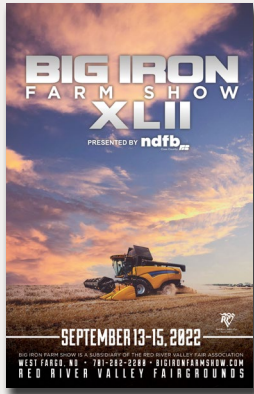
Thank you,



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 65,000 and a potential audience of 200,000-plus readers, your ad reaches the farmers and ranchers of North Dakota and western Minnesota
- More than 10,000 copies printed for gate distribution during the Big Iron Farm Show
- 18,000 copies inserted into five western Minnesota newspapers one week before the show. The papers included are: *Detroit Lakes Tribune*, *Perham Focus*, *Park Rapids Enterprise*, *Lake Area Press*, *Steve County Times* 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, and *North Dakota Living* website, 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)

Gates Manufacturing	627-630	Le Mars Toy Store	812	North Dakota Corn Growers Association	C42-C43
Gateway Building Systems Inc.	AC2	Leading Edge Industries	K57-K58	North Dakota Department of Agriculture	A22
Grain Cleaning Solutions LLC	3003	Leadstone Inc.	K75	North Dakota Farmers Union/Insurance	A51
General Equipment & Supplies	207	Legacy Seeds	C25-C26, C37-C38	North Dakota Livestock Alliance	C41
General Implement Distributors	1609-1610	Legend Seeds Inc.	E5-E6	North Dakota Living	AL7-AL9
Global Glove and Safety	L5	Lemken USA Inc.	W22-W23	North Dakota One Call	A9
Golden Harvest Seeds	C68-C69	Litzau Farm Drainage Inc.	W8	North Dakota Soybean Council	C7
Golden Opportunities	H47-H48	Lorrich Industries Inc.	305	North Dakota Soybean Growers Association	C8
Goodson Industries Ltd.	AL1-AL2	LutzBot 3D Printers	L72		
Gramlow Ltd.	W2-W3	Lundell Plastics	E44-E45		

EXHIBITORS' LIST & BOOTH LOCATION

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

EXHIBITOR PRODUCTS AND NEWS

AGRI-COVER INC.
TOW FLAPS PROTECT TRUCK
ROCKSTAR™ full-width tow flaps are seriously stylish and tremendously tough. The full-width coverage closely follows the unique lines underneath your truck's body for maximum protection, with no need to disable the rear parking sensors. Easily change ball mounts for pull-behind trailers when needed. This design is ideal for gooseneck and fifth-wheel trailers, as a ball mount is not required. The model-specific, no-drill mounting brackets

sales staff will find it or spec a new truck specific to the customer's needs.

VISIT HEARTLAND HEARING
Heartland Hearing Professionals prides itself in helping patients make the best decisions possible. The company specializes in hearing evaluations, hearing aid fitting and repairs, and tinnitus treatment. It offers the latest in hearing aid technology, including rechargeable hearing aids, Bluetooth connectivity and hearing aid accessories.

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

AAA North Dakota Booth: L76-L77 www.aaa.com	Page 16	Haybuster/DuraTech Industries No booth www.haybuster.com	Page 23
Acme Tools Booth: Acme Building-West Horse Barn (west side of grounds) www.acmetools.com	Page 9	Heartland Hearing Professionals Booth: Health Screening www.heartlandhearingprofessionals.com	Page 22
Agassiz Seed & Supply Booth: H24 www.agassizseed.com	Page 13	IntelliFarms Northern Division Inc. Booth: 713-714 www.intelifarms.com	Page 11
AgCountry Farm Credit Services		Johnson Auction & Realty Booth: C39	Page 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, starting in September 2022, and running through Aug. 31, 2023.

NEW TO
BIG IRON



STOCK CAR RACES WEDNESDAY, SEPTEMBER 14TH



MAXIMIZE YOUR ADVERTISING DOLLAR
BY ADVERTISING IN

BIG IRON XLII

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, starting in Sept. 2022, and running through Aug. 31, 2023.
- 🔧 Digital Flip-Page Big Iron Farm Show Official Guide linked on the Big Iron and *North Dakota Living* websites.

bigironfarmshow.com • ndliving.com

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.

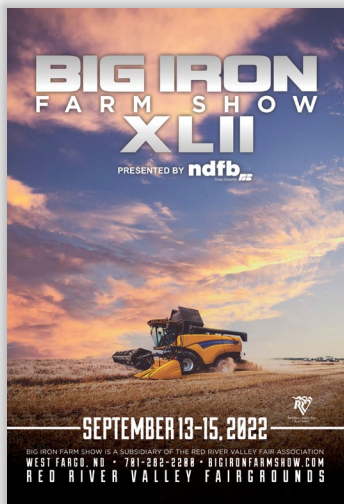


SPACE RESERVATION AND AD MATERIAL

SUBMISSIONS: **July 28, 2022**

PUBLICATION DATE: **Sept. 2, 2022**

BIG IRON XLII FARM SHOW: **Sept. 13-15, 2022**



BIG IRON XLII

FARM SHOW OFFICIAL GUIDE

Advertising order form

**Reservation and Ad Materials Deadline is
July 28, 2022**

TO RESERVE AD SPACE TODAY:

1. Go to: <https://ndliving.com/form/bigironadform>
2. Email: 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.

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

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 $\frac{3}{4}$ "