2017 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 Kayla Sonnenburg at ksonnenburg@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 Tuesday, August 8 to Kayla Sonnenburg at ksonnenburg@wdexpo.com. World Dairy Expo reserves the right to reject any application for any reason.

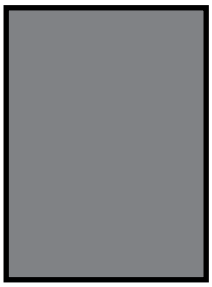
By signing below, you are indicating that all above information is correct and you wish to be included in the 2017 World Dairy Expo issue of *The International Visitor* and/or the International Buyer's Guide and Export Directory.

Exhibitor's Signature: _____ Date: _____

2017 World Dairy Expo

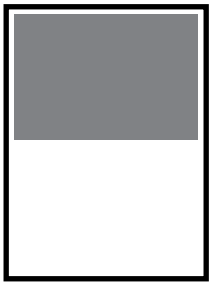
The International Visitor

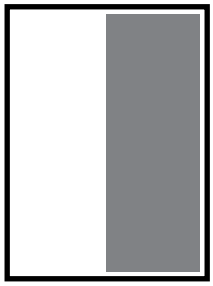
Ad Specs



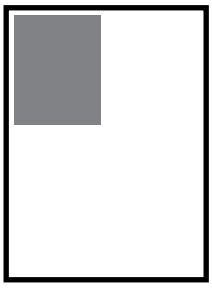
Full Page: 8.5”w x 11”h ($700)

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: ksonnenburg@wdexpo.com
Deadline: Tuesday, August 8

Questions? Contact Kayla at 608-224-6455 or ksonnenburg@wdexpo.com