

Reach Your Audience with FWEDA

Key decision makers read FARWEST Dealer

Our readers are the key decision makers in their companies with oversight of business operations, as well as purchasers of the full range of business products and services their dealerships need on a daily basis.

FWEDA offers premium content strategically delivered across multiple platforms to a targeted audience. Our customized advertising opportunities will keep your company's name and products in front of your customers on a consistent basis all year long and will complement your presence at FWEDA events as an exhibitor or sponsor.



To advertise, please contact us at 800.576.8850 or email jason@fweda.com

2020 Editorial Calendar

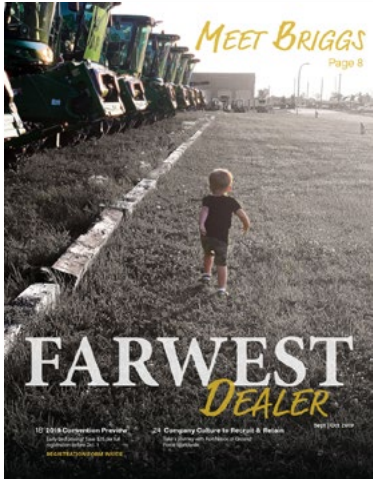
Issue	Special Sections
Q1 January, February, March	2020 Legislative Preview
Q2 April, May, June	Emerging Tools & Technology Joint Legislative Fly-in
Q3 July, August, September	Workforce Development
Q4 October, November, December	2020 Convention Preview
2020 Convention Program	Schedule of Events & Program Information

ADVERTISING DEADLINES:

- Q1** January, February, March: **12/23/19**
- Q2** April, May, June: **3/20/20**
- Q3** July, August, September: **6/19/20**
- Q4** October, November, December: **9/18/20**
- 2020** Convention Program: **10/9/20**



The **FARWEST Dealer** is the quarterly publication of the Far West Equipment Dealers Association. Our dynamic content covers issues and topics relevant to agricultural, industrial, material handling, hardware, lumber, outdoor power and rental equipment dealers in Arizona, California, Colorado, Hawaii, Nevada, Utah and Wyoming. **FARWEST Dealer** is sent to more than 1,500 members and industry partners. Print versions are mailed to equipment dealers and partners, and the digital edition is available online for the year, extending greater reach to readers/viewers, and offering advertisers more value for their advertising dollars. All advertisements now **include a live link** in the digital edition.



FULL COLOR RATES	1x	4x
Full Page	\$750	\$700
Half Page	\$500	\$450
Quarter Page	\$425	\$375
Business Card	\$250	

15% discount for prepaid annual rates

PREMIUM PLACEMENT RATES	1x	4x
Inside Front Cover	\$950	\$850
Inside Back Cover	\$950	\$850
Back Cover	\$950	\$850
High Traffic Placement	+\$75 Digital only	



* **Digital only** – Have your ad adjacent to the most frequently viewed content in our [digital edition](#) based on audience trends and analytics.

EDITORIAL CONTENT UPGRADE

We now offer special editorial space to our advertisers. When you purchase a half Page ad or larger, you have the option to purchase add-on editorial content in our publications. This content can be an informative article about your business or the industry. A personalized photo message can be substituted for editorial content.

EDITORIAL CONTENT RATES

+Full Page	\$200
+Half Page	\$100

* You can only purchase editorial space equal to or less than the size of your ad.

WORKFORCE DEVELOPMENT

FWEDA SCHOLARSHIP DEADLINE: OCT. 1

The 2019-2020 FWEDA scholarship deadline for applications is Oct. 1. FWEDA scholarships assist with paying for the cost of training, re-training or advancement of employees or potential employees of Far West equipment dealers to create a larger pool of qualified, committed long-term employees for those dealership. Scholarship awards are currently set at \$1,000 per recipient, per school year; FWEDA will contribute \$1000 provided the dealer contributes \$1000. The intent of this scholarship is to provide dealer training funds. Applications for the 2019-20 school year must be received in the Association office by **August 1, 2019** [Scholarship Application >>](#)

FWEDA SPONSORS GIE+ EXPO WORKFORCE SUMMIT

October 16-18, 2019
Louisville, Kentucky
<https://www.gie-expo.com>
Register for the Equipment Dealer Foundation's Workforce Development Summit and get complimentary registration to the Green Industry and Equipment Expo (GIE+EXPO) is the largest trade show

JOIN FWEDA
#FWEDAPartners

© 2019 Far West Equipment Dealers Association | 2020 Research Park Drive Suite 160, Davis, CA 95618 | Phone: (800) 576-8850 | info@fweda.com
Credit Card types accepted:

Side Rectangle
250 x 250 Pixels

Footer Banner
728 x 90 Pixels

WEB AD RATES	1x	6x	12x
Side Rectangle	\$250	\$225	\$200
Footer Banner	\$200	\$175	\$150

PRINT + WEB UPGRADE

Receive a discount when you advertise in the FARWEST Dealer and on our website.

WEB ADD-ON MONTHLY CHARGE	1x	6x	12x
+ Side Rectangle Ad	\$200	\$175	\$150
+ Footer Banner Ad	\$150	\$125	\$100

DIGITAL FILE INSTRUCTIONS

Submit digital ad materials to jason@fweda.com no later than **5 days** before your desired run date.
Accepted file types: JPG, GIF or PNG only. All files must be under 100 kb in size.

The **Far West Convention Program** is a high quality publication released in conjunction with our Annual Convention including a schedule of events, speaker information, a list of attendees and more. The Far West Convention Program will be sent to more than 1,500 members and industry partners. Print versions will be mailed to equipment dealers and industry partners as well as handed out at the 2020 FWEDA Experience. A digital edition will be available online for the next year.



FULL COLOR RATES

Full Page	\$875
Half Page	\$550
Quarter Page	\$425
Business Card	\$250

PREMIUM PLACEMENT RATES

Inside Front Cover	\$1,000
Inside Back Cover	\$1,000
Back Cover	\$1,000
High Traffic Placement	+\$75 Digital only*

* **Digital only** – Have your ad adjacent to the most frequently viewed content in our [digital edition](#) based on audience trends and analytics



PRINT SPECIFICATIONS

Full Page No Bleed	Half Page Horizontal	Half Page Vertical	Quarter Page	Business Card	Back Cover
7.5" x 10"	7.5" x 5"	3.75" x 10"	3.75" x 5"	3.5" x 2"	7.5" x 8"

All digital color artwork must be supplied at 300 dpi. Highres PDF, EPS, and TIFF files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

FARWEST DEALER

FULL COLOR RATES	1x	4x
Full Page	\$750 <input type="checkbox"/>	\$700 <input type="checkbox"/>
Half Page	\$500 <input type="checkbox"/>	\$450 <input type="checkbox"/>
Quarter Page	\$425 <input type="checkbox"/>	\$375 <input type="checkbox"/>
Business Card	\$250 <input type="checkbox"/>	

PREMIUM PLACEMENT RATES	1x	4x
Inside Front Cover	\$950 <input type="checkbox"/>	\$850 <input type="checkbox"/>
Inside Back Cover	\$950 <input type="checkbox"/>	\$850 <input type="checkbox"/>
Back Cover	\$950 <input type="checkbox"/>	\$850 <input type="checkbox"/>
High Traffic Placement	+\$75 Digital only	

PUBLICATION DATES

- Q1** January, February, March
 Q3 July, August, September
 Q2 April, May, June
 Q4 October, November, December

EDITORIAL CONTENT UPGRADE

+Full Page	\$200 <input type="checkbox"/>
+Half Page	\$100 <input type="checkbox"/>

WEBSITE ADVERTISING

WEB AD RATES	1x	6x	12x
Side Rectangle Ad	\$250 <input type="checkbox"/>	\$225 <input type="checkbox"/>	\$200 <input type="checkbox"/>
Footer Banner Ad	\$200 <input type="checkbox"/>	\$175 <input type="checkbox"/>	\$150 <input type="checkbox"/>

PRINT + WEB UPGRADE

WEB ADD-ON	1x	6x	12x
Side Rectangle Ad	\$200 <input type="checkbox"/>	\$175 <input type="checkbox"/>	\$150 <input type="checkbox"/>
Footer Banner Ad	\$150 <input type="checkbox"/>	\$125 <input type="checkbox"/>	\$100 <input type="checkbox"/>

2020 CONVENTION PROGRAM

FULL COLOR RATES	
Full Page	\$875 <input type="checkbox"/>
Half Page	\$550 <input type="checkbox"/>
Quarter Page	\$425 <input type="checkbox"/>
Business Card	\$250 <input type="checkbox"/>

PREMIUM PLACEMENT RATES	
Inside Front Cover	\$1,000 <input type="checkbox"/>
Inside Back Cover	\$1,000 <input type="checkbox"/>
Back Cover	\$1,000 <input type="checkbox"/>
High Traffic Placement	+\$75 Digital only <input type="checkbox"/>

Company Name: _____
 Company Address: _____
 Contact Name: _____ Phone: _____
 Email: _____

PREFERRED PAYMENT METHOD

- Bill Me
 Credit Card

BILL MY COMPANY

- Monthly
 Anually

***15% discount for prepaid annual rates**

*To qualify for the 15% discount for prepaid annual rates, all advertisements must be paid with a signed and executed contract.

Prices are subject to change until receipt of the written agreement and payment in full. Far West Equipment Dealers Association reserves the right to reject any advertisement for any reason, and makes no representation as to the number of views/hits/visits an advertiser will receive. Ad fees are non-refundable. To pay by credit card please contact the Far West office at 800-576-8850 or jason@fweda.com.

I acknowledge upon signing and submitting this contract that I have read and accepted the terms and conditions of this contract.

Authorized Signature: _____ Date: _____