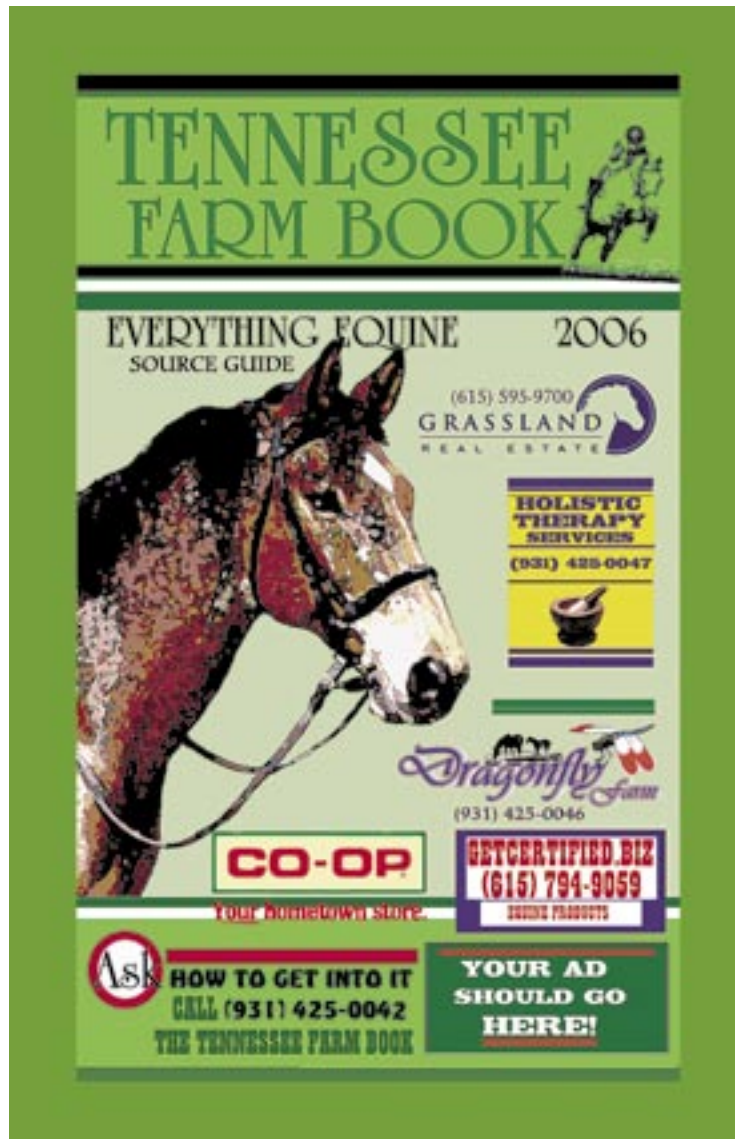


The TENNESSEE FARM BOOK 2007

Media Kit



If you have any questions at all about these pages or advertising on our book, please call one of our staff members at (931) 433-7566.

**The Tennessee Farm Book Staff thanks you
For your interest in the current FARM BOOK 2007**

According to the 2004 Tennessee Equine Survey done by the TDA, Tennessee is the SECOND LARGEST EQUINE POPULATED STATE in the US. We have over 210,000 equines, second only to Texas. This means that We have over \$6.09 BILLION DOLLARS in Equine related assets and inventory.

More importantly, TENNESEANS spend over \$600 million dollars annually for equine related expenses, AND we have over 3.2 million acres of land that we are using for equine grazing and related activities. The TENNESSEE FARM BOOK will help you reach these people effectively.

We have responded to a real need that a state with a horse population this big really deserves. People gather in January at the Equine type businesses and wait for their book. So, this is a book all of our own – made and distributed for and by people living in Tennessee.

This is a book that your clients will not throw away, like the daily and weekly papers. It is full of useful information listing local, state and national addresses and phone numbers for breed associations, show associations and publications. There is a calendar section, that people will want to refer to month after month for the whole year. You will get Year Round Visibility, and people will save this book from year to year. Horse lovers will refer to it all year long, and so will you!! The prices are Very Reasonable for a year round exposure. You can advertise on just the web for as little as \$40.00, and you can have a full-page ad for under \$300.00. There is not a better value anywhere in the industry for a Full Year Ad.

Free with your listing in the Tennessee Farm Book, you will get a listing on the website with links to your website and email address. Please visit us at www.THEFARMBOOK.COM

These web listings appear within 14 days of you placing your ad, although the book comes out in January.

We would love to include you in the 2007 edition. Please feel free to contact us anytime, or we will call you.

Sincerely,

**The Tennessee Farm Book
P.O. Box 721 Fayetteville TN 37334 Phone: (931) 433-7566
Email:ads@thefarmbook.com**

THE TENNESSEE FARM BOOK 2007 - ONE YEAR LISTINGS

New
 Renewal
 With change
 w/o change

Web listing is free with ALL ads, and starts within 14 days at www.THEFARMBOOK.COM

Classified Ads:	Price:	Totals:
<input type="checkbox"/> Large box classified	\$80.00	_____
<input type="checkbox"/> Line listing only (with web)	\$50.00	_____

(ONE FREE CALENDAR LISTING WITH ANY OTHER AD & FREE WEB COVERAGE)

Display ads:

<input type="checkbox"/> Full Page Color ad	\$599.00	_____
<input type="checkbox"/> Double page bow Ad – B&W	\$479.00	_____
<input type="checkbox"/> Full Page B&W ad	\$299.00	_____
<input type="checkbox"/> half page B&W AD	\$225.00	_____
<input type="checkbox"/> business card (1/3pg xtended bus card)	\$150.00	_____
<input type="checkbox"/> 1/4 Page B&W (vertical business card))	\$ 99.00	_____
Subtotal:		\$ _____
(-10%) Duplicate listing in another category (same ad) less		_____
RENEWAL DISCOUNT -10% if RECEIVED BY JUNE 15, 2007 less		_____
TOTAL		\$ _____

Payment Type:
 Check
 Cash
 Credit Card

****Publication deadline for the TN. Farm book is November 15, 2006 ****

Advertiser: _____ **County** _____
Contact name _____ **Home Phone** _____
Office Telephone _____ **Cell** _____
Mailing Address _____ **email** _____
City _____ **state** _____ **Zip** _____

Credit Card Info
Name on Card: _____
Billing Address: _____
City: _____ **State:** _____ **Zip:** _____
 Visa
 MC
 AE
 - **Card Number:** _____ **Exp:** ____/____
3-digit code on back of card: _____

Tennessee Farm Book – PO Box 721, Fayetteville TN., 37334 – 931-433-7566

The advertiser agrees to protect and indemnify the farm book and JMcNeal Business Services, against any and all liability, including attorneys fees and court costs that may arise from claims for libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violation of rights of privacy and infringement of copyrights and proprietary rights resulting from the publication of the farm book. In the event of errors or omissions, the publisher's liability shall be limited to a prorated abatement of the charge paid to the publisher, but in no event shall liability exceed the amount payable to this company. There will be a 50% layout fee charged for any ad that is cancelled after the proof has been sent to the advertiser.

Advertiser's signature **X** _____ date _____

The Tennessee Farm Book 2007

You don't want to be left out...

Tennessee Farm Book – PO Box 721, Fayetteville TN., 37334 – 931-433-7566

Limited Availability Listings

FULL COLOR BACK COVER	SOLD	\$879.00	___
Full color Back inside cover		\$799.00	___
Full color Front inside cover		\$819.00	___

These Three listings will be accepted on a first-come first-served basis.
Salespeople are to call the home office immediately upon sale of one of these 3 spots as they will no longer be available to sell for that year.

Please Refer to Full Page Ad Layout sheet and digital spec sheet.

Advertiser Information _____
Contact Person _____ Title _____
Billing Address _____
City _____ State _____ Zip _____
Telephones (office) _____ cell _____

Payment Type: Check Cash Credit Card

Credit Card Info
Name on Card: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
 Visa MC AE - Card Number: _____ Exp: ____/____
3-digit code on back of card: _____

The advertiser agrees to protect and indemnify the farm book and JMcNeal Business Services, against any and all liability, including attorneys fees and court costs that may arise from claims for libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violation of rights of privacy and infringement of copyrights and proprietary rights resulting from the publication of the farm book. In the event of errors or omissions, the publisher's liability shall be limited to a prorated abatement of the charge paid to the publisher, but in no event shall liability exceed the amount payable to this company. There will be a 50% layout fee charged for any ad that is cancelled after the proof has been sent to the advertiser.

Advertiser's signature **X** _____ Date _____

THE TENNESSEE FARM BOOK 2007

Corporate Program

SHOW Package \$799.00 initial here

Includes **1 full page black and white ad in the book**
1 Alphabetical listing
1 Category listing
1 Free Web category listing with hyperlinks
1 small logo on the FRONT COVER of the Book

PLACE Package \$1199.00 initial here

Includes **2 Full page black and white ads in the book**
2 Alphabetical listings of your choice
2 Free Web category listings with hyperlinks
2 Category listings of your choice
1 Full color logo on the front of the book

WIN Package \$1399.00 initial here

Includes **1 full color ad inside the book**
1 full page black and white ad inside the book
2 alphabetical listings of your choice
3 free category listings on the WEB with
Hyperlinks
1 Full Color logo on the front of the book

Signature of Advertiser _____ Date _____

Tennessee Farm Book – PO Box 721, Fayetteville TN., 37334 – 931-433-7566

**The Tennessee FARM BOOK 2007 -- LAYOUT SHEET
PO Box 721 Fayetteville TN 37334**

Advertiser: _____

AD SIZE: _____

Category: _____

All Display ads receive a classified LINE listing in the same category as the DISPLAY ad AND a line listing in the ALPHABETICAL section of the book.

IT IS the ADVERTISER'S Responsibility to submit CORRECT information, such as web/email

List under this ALPHABET LETTER FOR THIS AD:

CLASSIFIED AD LISTING (also receives one line listing in the Alphabetical listing above)

Classified listing: _____

Tag line: _____

Address: _____

Phone and fax numbers etc: _____

Email address: _____

Website address: _____

Advertiser's Initials signifying that you approve of this ad as it is layed out here _____

The Tennessee Farm Book 2007 Digital Specifications

FOR YOUR AD AGENCY OR DESIGNER'S INFORMATION, THIS PUBLICATION IS PRINTED DIRECT TO PLATE.

ADS ARE TO BE SUBMITTED IN ELECTRONIC DIGITAL FORMAT ONLY, AND FILM PAPER IS NOT ACCEPTED.

ALL BLACK AND WHITE AND COLOR ADS & PHOTOS CAN BE ACCEPTED IN JPEG, TIF, AND PDF FORMATS.

YOU CAN SEND ADS ON ZIP OR CD, 300DPI MUST BE ACCOMPANIED BY PRINT OF AD. MAIL ZIP OR CD TO : TENN FARM BOOK PO BOX 721 FAYETTEVILLE, TN 37334

IF ADS ARE SENT BY EMAIL THEY MUST BE UNDER 10 MEG. THEY CAN BE SENT TO ADS@THEFARMBOOK.COM AND THEY MUST BE IN JPEG FORMAT ONLY. NO EXCEPTIONS. MICROSOFT PUBLISHER FILES ARE ACCEPTED.

INCLUDE ADVERTISER NAME ON SUBJECT LINE.

FAX A COPY OF THE AD AT THE SAME TIME TO ; 866-235-9597 AT THE SAME TIME YOU EMAIL THE AD.

IF ADVERTISER IS UNABLE TO PROVIDE THE AD IN DIGITAL FORMAT, THERE WILL BE A \$25 CHARGE FOR SETTING UP THE AD, EXCEPT WITH HALF AND FULL PAGE ADS, THIS SERVICE IS FREE. ORIGINAL ART PIECES MUST BE SUPPLIED FOR BUILDING THE AD, OR ORIGINAL PHOTOS. THESE WILL BE RETURNED AS LONG AS YOU PROVIDE A SELF ADDRESSED STAMPED ENVELOPE FOR US TO DO SO, OTHERWISE THEY WILL REMAIN IN OUR FILES, AND WILL NOT BE DESTROYED FOR UP TO 5 YEARS.

CALENDAR LISTINGS: Are free with any ad of any size, one free per ad.

DISPLAY ADS: Receive a free alphabetical listing and free category listing in the same category as the display ad, as well as a free listing in each Matching category on the website.

CLASSIFIED ADS: Receive a free alphabetical listing and a free web listing.

MULTIPLE CATEGORY ADS: If your business fits in more than one category, you may take 10% off the second ad and all additional of the same ad in a different category. You may change the tag line for the ad on the website if you specify this at the time you fill out the ad.

Color ad: Also receives a free 1/2 pg B&W ad inside in any one category

Digital Size Specifications:

OUTSIDE BACK COVER- (5" wide X 8" Tall) - Full color, GETS ½ PAGE B&W AD INSIDE & CLASS .FREE

INSIDE FRONT COVER - (5" wide X 8" Tall) - Full color, GETS ½ PAGE B &W AD INSIDE & CLASS. FREE

INSIDE BACK COVER - (5" wide X 8" Tall) - Full color, GETS ½ PAGE B &W AD INSIDE & CLASS. FREE

DOUBLE PAGE SPREAD - 2 pages – (4 ½" wide X 7 ½" Tall) Black and white

FULL page - (4 ½" wide X 7 ½" Tall)

Half page – ((4 ½" wide X 3 ¾" Tall)

Business card size ad – ¼ page – vertical only - (2 ¼" wide X 3 ¾" tall)

**BOX CLASSIFIEDS –
large (2.14" Wide X 2" Tall)**

Calendar Listings – FREE WITH any size ad
Please Fill in the following information:

Name of event _____

Sponsor of Event _____

DATE OF EVENT: (month) _____ Day _____ Year 2006 only

Time of event _____

Contact person for event _____

Contact Phone number for Event _____

Contact Email for Event _____

Website link for information about event _____

1 line listing about what the event is about (i.e. "Quarter horse show")

**LISTINGS must be MAILED TO : TN. FARM BOOK at PO Box 721
Fayetteville, TN 37334**

And emailed to: ads@thefarmbook.com