

# Feed & Grain

## 2013 SHOWCASE

### PRODUCT RELEASE INFORMATION

To view the product information we have on record, please go to *Feed & Grain's* Online Buyer's Guide at [www.feedandgrain.com/directory](http://www.feedandgrain.com/directory) and type the name of your company into the search box. Your company information — along with all the products we have on file — will appear.

Please review these products and specify the ones you would like included in ***Feed & Grain's 2013 SHOWCASE*** issue and identify which product category (see attached list) you would like each product to appear in. Inclusion within the product categories is **FREE**, but space is limited so please list the products in order of priority.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

If you have a new product you would like to submit, contact *Feed & Grain's* associate editor Elise Schafer at [elise.schafer@feedandgrain.com](mailto:elise.schafer@feedandgrain.com). Please include the product's name as you would like it to appear, a high-resolution image (300 dpi, .jpeg or .tif format) and four to five bullet points describing it.

If you would like existing information to be updated or deleted, please e-mail [elise.schafer@feedandgrain.com](mailto:elise.schafer@feedandgrain.com).

**DEADLINE: OCTOBER 15, 2012**

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### COMPANY DIRECTORY LISTING

To be included in the *Feed & Grain 2013 SHOWCASE COMPANY DIRECTORY*, you must fill out this form. Each company will receive up to **10 FREE listings** in the magazine. There will be a \$20 charge for each additional listing. Please fill in all the company information below.

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

Sales Lead Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Toll-Free Number: \_\_\_\_\_

Website Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Public Contact: \_\_\_\_\_

The list of product categories is attached. Please check those that best describe your products, keeping in mind the 10 free listing limit.

**Return by Oct. 15, 2012** in the enclosed envelope to:

*Feed & Grain SHOWCASE 2013*

1233 Janesville Avenue

Fort Atkinson, WI 53538

**FREE  
LISTING!**

Or fax to Vicki Roth at 920.563.1699 or e-mail: [vicki.roth@feedandgrain.com](mailto:vicki.roth@feedandgrain.com).

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## IMPORTANT INFORMATION ABOUT 2013 SHOWCASE

*Feed & Grain* magazine's special **SHOWCASE** issue is the industry's most comprehensive buyer's guide. There are four ways to take advantage of its ability to "showcase" your company and its products and services.

**PRODUCT RELEASES:** Fill out the enclosed Product Release sheet, with four bullet-pointed information points, including color photo and send it to us in the enclosed, self-addressed envelope. Or, provide your product information and photograph electronically. (Photos must be high-resolution, at least 300 dpi.) Please e-mail the photos to [elise.schafer@feedandgrain.com](mailto:elise.schafer@feedandgrain.com). If you have any questions about the photos, call Elise Schafer at (920) 563-1692.

**PRODUCT INDEX:** At the front of the magazine, we'll run an alphabetical listing of the products and list suppliers (company name only) under each product heading. You can receive up to 10 free listings. Use the form headed *Feed & Grain* Product List to specify your listings.

Plus you can purchase an inexpensive "adlet" in this section to further catch readers' attention.

**COMPANY DIRECTORY:** At the back of the magazine, we will run a company directory. This includes, in alphabetical order, a list of companies supplying products and services to the feed and grain industry. This listing is FREE. Make sure we have an up-to-date list of the company contact person, phone and fax numbers, as well as address, e-mail address, and website address. Use the form titled *Feed & Grain* Company Directory Listing.

**ADVERTISEMENTS:** You can advertise your products in the appropriate category or in special positions at the front and back of the magazine. For details, call Arlette Sambs at (920) 563-1628 or Jean Simkins at (920) 568-8367.

**BUT YOU MUST RESPOND TO THIS MAILING... AND SOON!** Make sure you fill out and send the appropriate forms. If you have any questions, call *Feed & Grain's* associate editor Elise Schafer at (920) 563-1692 or Vicki Roth, media services representative, at (920) 563-1654 for more information.

## DEADLINE: OCTOBER 15, 2012 DON'T MISS OUT!

We know it may seem like we're asking for this information early, but the information gathered for Showcase 2013 will also appear in *Feed & Grain's* NEW iPad app, which will provide users with an enhanced Buyer's Guide experience literally at their fingertips. For more information about the app, contact your sales representative.