



GEAPS

Grain Elevator and Processing Society

ADVERTISING PROSPECTUS

Grain industry professionals are searching for the best products and services in the field.



They'll find you in the DirectaSource.

ads

listings

online

Exchange

2011-2012 DirectaSource

The Knowledge Resource for the World of Grain Handling Industry Operations

Advertising with GEAPS

This is your opportunity to advertise with GEAPS. We know GEAPS members use their *DirectaSource* and go to the website all the time. But people from outside the association come looking to GEAPS as well. They come for answers to questions about the grain-handling industry, as well as for products and solutions to meet their business' needs. They find what they need not only through the contacts they make at meetings, like the GEAPS Exchange, but also through companies who advertise with GEAPS.



What are the benefits of advertising with GEAPS?

Target Marketing

GEAPS members are the core of the grain-handling industry.

Market Reach

GEAPS has 2,600 members across North America and the world, from small operations to large corporations.

Distinction

Being an advertiser with GEAPS means associating your company with a highly-regarded professional organization with ties throughout the industry.

Value

Competitive rates in an attractive industry publication with a dedicated readership.

Distinction

As an advertiser, you're not only promoting your company, but showing support for an association dedicated to serving its members and the industry.



DirectaSource

An annual membership directory, yearbook and buyers' guide, the *DirectaSource* is full of information about GEAPS, complete with membership, leadership and chapters. Display ads appear throughout, and a Buyers' Guide is included in a special 'yellow pages' section.



GEAPS Online

The GEAPS website, www.geaps.com, is a virtual warehouse of grain-handling industry knowledge. All the programs and services GEAPS offers can be found on the website. A search engine takes prospective leads right to those suppliers who are listed on the Online Buyers' Guide, the digital version of our 'yellow pages.'



Exchange 2011

GEAPS' annual International Conference & Exposition has become the industry's premier networking event, featuring the best in educational opportunities, as well as cutting-edge equipment and services. Come see why so many exhibitors return year after year to be a part of the best expo in the industry.

THREE ADVERTISING OPTIONS

TEAM PLAYER*

- DirectaSource**
- Display Ad
 - Buyer's Guide
 - First six listings free!
- Exchange 2010**
- Exhibit Space
- Online Guide**
- Basic Listing – free!

DISPLAY AD

- DirectaSource**
- Display Ad
 - Buyer's Guide
 - First three listings free!
- Online Guide**
- Basic Listing – free!

BUYERS' GUIDE

- DirectaSource**
- Buyer's Guide
 - \$110 per listing
- Online Guide**
- Basic Listing – \$110

PUBLICATION TIMETABLE

- All advertising**
- Orders Due 9/30/2010
- DirectaSource**
- Display Materials Due 10/15/2010
 - Print Publication January 2011
- Website**
- Listing Posted on Receipt of Order (stays online until Sept. 30, 2011)
- Payment**
- Due on DirectaSource Publication

Rates and Specs

DirectaSource

ads

Full or half-page ads are available. An ad includes three free Buyers' Guide listings, and any additional listings are reduced. Display advertisers are also recognized in their own section, where they appear along with a list of all of their Buyers' Guide categories. Display advertisers are included in the Online Buyers' Guide at no extra cost.

Special tab dividers are the most valuable advertising locations. Tabs are placed at the beginning of each section on heavier, coated paper for vibrant color printing, and are reserved on a first-come, first choice basis. For non-tab ads, there is no special location preference allowed.

DISPLAY AD RATES*

	Tab Divider*	Full-page	Half-page
4-color process	\$1,465	\$1,310	\$975
2-color process		\$1,005	\$680
1-color (black)		\$850	\$510

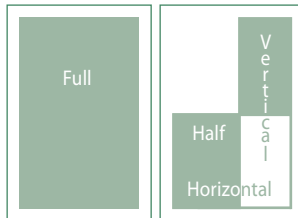
***Special Divider Tabs** — limited quantity. Phone for availability. Special PMS Inks — \$245/each. Any alterations, size adjustments, production or shipping costs will be charged to the advertiser. NOTE: We cannot offer agency commissions or discounts.

PUBLICATION SIZE

Page Size (trim) width x height
6" x 9"

DISPLAY AD SIZES

Full-page 5" x 8"
Full-page bleed 6¼" x 9¼"
Horizontal ½-page 5" x 4"
Vertical ½-page 2¼" x 8"



DISPLAY AD REQUIREMENTS

Preferred: Press Optimized PDF (Acrobat), embedded with all images and fonts
Software: Quark, Illustrator, Photoshop, InDesign, PageMaker
Images: All original graphics must be included on disk, including any links used in the design.
Fonts: Include all fonts used in layout and links.

DELIVERY Original files e-mailed (preferred) or on disk.

E-mail: Above file formats to adrienne@geaps.com.

Mailing address: To Adrienne Fjerstad at address on bottom of contract.

listings

You don't need a generous budget or a prepared ad to be a part of the *DirectaSource*. For only \$110 each, your 'yellow pages' listings appear under the products and services you offer. TEAM Players and Display Advertisers already receive a number of listings free of charge. See the back of the contract for the categories available.

BUYERS' GUIDE RATES

- **TEAM Players:** 6 categories free; additional \$75 each
- **Display Advertisers:** 3 categories free; additional \$75 each
- **Buyers' Guide Only:** \$110 each category (first one free to Exchange 2011 exhibitors!)

GEAPS Online

online

Each online listing includes the same basic contact information as the printed buyers' guide (see contract), as well as a 100-word searchable description about your products and services.

ONLINE BUYERS' GUIDE LISTING RATES

Your listing will remain on the site until **Sept. 30, 2011**.

Basic Listing:

- **TEAM Players/Display Advertisers:** No extra charge
- **Buyers' Guide Only Advertisers:** \$110

Listing Options:

Longer Search Description to 200 words or **Company Logo:** \$60

Exchange

* What is a TEAM Player?

Simply put, a TEAM Player both exhibits at the Exchange and has a display ad in the *DirectaSource*. This elite group enjoys benefits that are designed to maximize their presence in the industry and reach a broad base of customers. Exhibiting and running a display ad will increase your 'perks,' both in the book and at the show. Due to high demand, Exchange 2011 has very little available space remaining. If you are interested in becoming a GEAPS TEAM Player, contract now for a display ad and call GEAPS right away to get your booth.



EXCHANGE 2011

Feb. 26 - Mar. 1, 2011
Portland, Oregon

ADVERTISING CONTRACT • GEAPS 2011-2012 DIRECTASOURCE

Mail or fax this contract to GEAPS (address below) by
September 30, 2010.

QUESTIONS?
Contact Adrienne at (00-1) 952-928-4640; adrienne@geaps.com

DIRECTASOURCE

BUYERS' GUIDE

Company Listing (Yellow Pages)

Indicate below exactly how you wish your company to be indicated in your listings, in print and online.
If your listing requires editing for space purposes, we will consult with you in advance.

Company _____

Address _____

City _____ State/Prov _____ Zip/PC _____ Country (if not US) _____

Phone _____ Toll-free _____ Fax _____

e-mail _____ Website _____

Person to contact for more information on product _____

DISPLAY AD (if applicable)

AD SIZE

- Full-page
 Full-page bleed
 Half-page horizontal
 Half-page vertical

SPECIAL TAB LOCATION?

- Yes! (phone NOW to reserve space)
 No

AD MATERIALS

- Rerun from 2010-2011
 Rerun with changes as shown (enclose marked copy)
 Enclosed with this order
 Will arrive by 10/15/2010
 Return materials after use

AD COLOR

- 4-color process
 2-color: black with 2nd color — circle one: magenta cyan yellow red 185
 Special PMS # _____ (add'l fee)
 1-color (black ink)

ONLINE BUYERS' GUIDE

BASIC LISTING

Includes the same information as your printed listing (above), as well as a 100-word searchable listing.
No charge to TEAM Players, Display Advertisers or Exchange 2011 Exhibitors.
\$110 for DirectaSource Buyers' Guide only (yellow pages) advertisers.

ONLINE SEARCHABLE LISTING Use this space, attach a separate sheet if necessary, or email adrienne@geaps.com your 100-word searchable database description. **Please type.** (Check here if you have an existing online description and wish to rerun it without changes.)

ONLINE EXTRAS (fees apply)

- Longer Search Description (to 200 words)
 Company Logo

APPROVAL

AUTHORIZATION

Printed display ad, buyers' guide listings and online listing, in accordance with published rates, authorized by the individual named.
(Agencies: It is required to complete this contract. You may also enclose your insertion order.)

Name (please type or print) _____ Job Title _____ Company _____

Signature (authorization required to run your ad) _____ Date _____ e-mail _____

BILLING/CORRESPONDENCE

Complete the section below **only** if you wish billing and correspondence to be directed to someone other than the authorization person and address listed above.

Purchase Order#/Insertion Order# _____

Name _____ Company _____ Address _____

City, State/Prov, Zip/PC _____ Phone _____ Fax _____ e-mail _____

TO GET YOUR OWN COPY . . .

Display advertisers receive a complimentary copy of GEAPS DirectaSource. Buyers' Guide-only advertisers may purchase a copy for \$30 — that's 50% off the regular cost of \$60.

_____ copies at \$30 = _____

SEND ORDERS, MATERIALS to

mail GEAPS, attn: Adrienne Fjerstad
4248 Park Glen Rd, Minneapolis MN 55416
fax (00-1) 952-929-1318 **e-mail** adrienne@geaps.com

BUYERS' GUIDE LISTINGS

• **TEAM Players:** Six listings free; additional listings at \$75 each

• **Display Advertisers:** Three listings free; additional listings reduced to \$75 each

• **Buyers' Guide Only:** \$110 each listing (first one free to Exchange 2011 exhibitors!)

Each box is considered one listing.
Additional categories cannot be added to this list.

CLEANING & SORTING EQUIPMENT

- Aspirators
- Destoners
- Grain Cleaners
- Scalpers, Separators
- Screeners, Gravity
- Screeners, Vibrating
- Screens
- Sizing Equipment
- Sorters, Color

COMMODITY STORAGE/ EQUIPMENT

- Aeration Equipment
- Air Supported Structures
- Bin Activators
- Bin Bottoms
- Bin Dischargers
- Bin Hoists, Ladders & Scaffolds
- Bins & Tanks
- Bulk Storage Systems
- Concrete Storage
- Doors
- Dryers, Grain
- Dumping Devices
- Grain Coolers, Chillers
- Hoppers
- Metal Buildings
- Pneumatic Blasting Devices
- Steel Storage
- Storage Covers, Tarps
- Support Towers, Catwalks
- Temporary Storage

COMPUTERS & AUTOMATION

- Consultation
- Control Systems, Process
- Flow Control
- Hardware
- Programmable Logic Controllers
- Remote Control, Radio
- Software
- Systems Integration

CONSULTANTS

- Appraisal Services
- Assay Services

- Education
- Employment Agencies
- Environmental
- Inspections, Weighing
- Insurance
- Market Information
- Pollution-Control Consultants
- Regulatory
- Safety & Health
- Trade-Development Organizations

DESIGN, ENGINEERING & CONSTRUCTION

- Civil
- Construction, Construction Management
- Design
- Electrical
- Engineering
- Fabrication
- Marine Construction
- Material Handling
- Mechanical
- Millwright
- Process Controls
- Remodeling, Renovation
- Roofing
- Sanitation
- Structural
- Transportation

DUST/POLLUTION CONTROL

- Bags
- Collectors
- Ducting
- Fans
- Filter Cleaners
- Filters
- Suppression Systems
- Vacuum Systems

ELEVATORS/MANLIFTS

- Accessories/Suppliers
- Belt Manlift
- Freight
- Inspection
- Personnel Elevator
- Service/Repair

INDUSTRIAL COMPONENTS

- Bearings
- Belting
- Brushes
- Compressors
- Couplings
- Drives, Reducers
- Gears
- Generators
- Hose
- Hydraulics
- Magnets
- Motors
- Pulleys
- Pumps
- Tube & Pipe
- V-Belts
- Vibrators
- Winches

LABORATORY/SAMPLING/ ANALYTICAL/TESTING

- Dockage Testers
- Falling Number
- Laboratory Services
- Moisture-Analysis Equipment
- NIR Equipment
- Protein-Analysis Equipment
- Samplers & Probes
- Test Accessories, Supplies
- Test Kits
- Test Sieves

MAINTENANCE/ REPAIR/SALVAGE

- Concrete Restoration
- Crack Repair
- Hoisting & Cranes
- Lubricants
- Paintings, Coatings
- Rail Track
- Roofing
- Rustproofing
- Salvage
- Salvage Equipment
- Salvage Services
- Structural
- Waterproofing

MATERIAL-HANDLING EQUIPMENT

- Actuators
- Airlocks
- Bagging
- Belt Fasteners
- Belting
- Bin Sweeps
- Blowers
- Bucket Elevators
- Buckets, Cups
- Bulk Loaders
- Chain
- Conveyors, Belt
- Conveyors, Drag/Enmasse
- Conveyors, Pneumatic
- Conveyors, Portable
- Conveyors, Screw
- Conveyors, Vibratory
- Distributors
- Diverters
- Elevator Bolts
- Flighting
- Front-End Loaders
- Gates
- Idlers
- Laggings
- Linings
- Loaders, Unloaders
- Power Shovels
- Spouting
- Trippers
- Valves

MONITORING EQUIPMENT

- Bearing, Temperature
- Belt Alignment
- Bin Level Indicators
- Metal Detectors
- Meters
- Moisture Measurement, Control
- Motion/Speed Detection
- Temperature Detection

PROCESSING

- Hammer Mills
- Magnetic Filters
- Magnetic Separation
- Pulverizers
- Roller Mills/Flakers

PUBLICATIONS

- General
- Trade

SAFETY/HEALTH/ SECURITY

- Bin-Entry Equipment
- Fall-Arrest Systems
- Fire Alarms
- Fire, Explosion Protection
- Gas Detectors
- Lighting
- Noise Control
- Personnel Protective Equipment
- Pressure-Relief Systems
- Security Seals
- Security Systems

SANITATION/ PEST CONTROL

- Accessories, Supplies
- Applicators/Fumigators
- Diatomaceous Earth
- Equipment
- Insect Control
- Pesticides/Fumigants
- Protectants
- Rodent Control

SCALES/WEIGHING EQUIPMENT

- Bulk Weighing
- Conversion
- Hopper
- Printers
- Tank
- Track
- Truck
- Volumetric Feeders

TRANSPORTATION

- Barge Lines
- Bulk Containers
- Car Movers, Progressioners
- Forwarding Agents
- Grain Trucks/Trailers
- Hopper Car/Rail Gate Openers
- Locomotive Service/Parts
- Locomotives
- Mobile Railcar Movers
- Motor Carriers
- Ocean Transportation
- Railcar Sales
- Railcar Sales/Leasing
- Railroads
- Truck Dumpers
- Truck Hoists