

## 2012 MERCHANDISING PROGRAMS

- JANUARY** *Special FER Fortnightly Product Promotion:* Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter. **Bonus dealer circulation.**
- FEBRUARY** *Show Issues Bonus:* ½-pg. or more advertisers receive FREE ¼-pg. “Advertiser Showcase” ad in later show issue. Advertisers in both February and March issues receive two ads.
- MARCH** *Show Issues Bonus:* ½-pg. or more advertisers receive FREE ¼-pg. “Advertiser Showcase” ad in later show issue. Advertisers in both February and March issues receive two ads. Advertisers allowed adjacency to product-relevant articles on first-come, first-served basis.
- APRIL** *Special Pre-NRA Show Publisher’s Mailing* of your 4-pg. brochure to 100 large Midwest operators. Advertisers’ booth numbers and websites highlighted in special section. *NRA Show Video Bonus:* Advertisers in both April and May NRA Show issues receive \$1,000 product video on *fermag.com*.
- MAY** *“NRA Show Product Guide” outsert:* All advertisers receive FREE product item in outsert and discounts on additional items. *NRA Show Video Bonus:* Advertisers in both April and May NRA Show issues receive \$1,000 product video on *fermag.com*. **Bonus dealer circulation.**
- JUNE** *Special Publisher’s Mailing:* Advertisers receive publisher’s mailing of 4-pg. brochure to Top 50 dealers. **Bonus dealer circulation.**
- JULY** *Buyers Guide Bonus:* Advertisers in July and 2013 Worldwide Buyers Guide receive FREE ¼-pg. ad in Buyers Guide.
- AUGUST** *Western Expo Special:* FREE 500-name direct mail list of your choice. Advertisers’ Western Expo booth numbers and websites highlighted in special section.
- SEPTEMBER** *Special FER Fortnightly Product Promotion:* Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter.
- OCTOBER** *Special Worldwide Buyers Guide Advertiser’s Benefits Package:* Includes Product Sources listings, highlighted listing in Manufacturers section, website ad discounts and more. See your representative for details. **Bonus dealer circulation.**
- NOVEMBER** *New York Show Special:* Advertisers get a FREE 500-name commercial operator direct mail list and their booth numbers and websites highlighted in a special section.
- DECEMBER** *Special NAFEM Show FER Fortnightly Product Promotion:* Advertisers receive FREE product item in special product edition of *FER Fortnightly* e-newsletter. **Bonus dealer circulation.**