



INTERNATIONAL ASSOCIATION OF OPERATIVE MILLERS

2008-09 MEDIA GUIDE

MILLER

A MAGAZINE FOR THE INTERNATIONAL GRAIN MILLING COMMUNITY



ANNUAL MEMBERSHIP DIRECTORY



WWW.IAOM.INFO



The International Association of Operative Millers (IAOM) is sought after as a resource by milling professionals throughout the world. As IAOM members will often buy from other IAOM members and suppliers, they understand the value of what the association represents.

Through IAOM's publications, you can expand your marketing visibility and build strategic alliances.

About the Directory

The *IAOM Membership Directory* is one of your primary sources for contact information in the milling industry – providing complete listings of milling professionals and equipment and service suppliers at hand. It is one of the most effective advertising tools, since it works on your behalf throughout the entire year. The Directory is sent to more than 1,800 members and is distributed to new members monthly as they join IAOM.

Also included in the 200+ page Directory, is the IAOM Equipment and Service Reference Guide – where the services and products of our Directory advertisers are conveniently divided into more than 60 category listings, from agitators to valves.

2009 ADVERTISING PLANNING CALENDAR

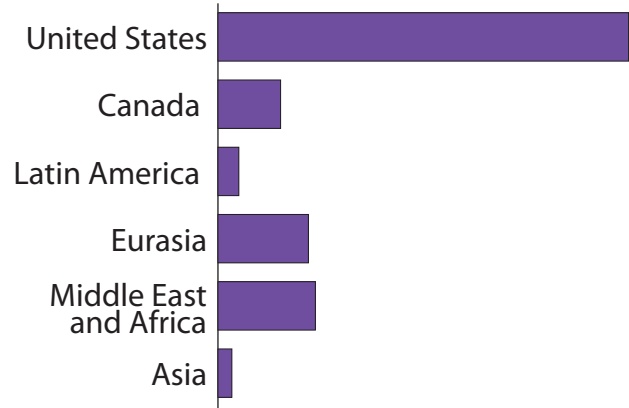
Advertising space reservation.....September 1, 2008
 Advertising materials due.....September 15, 2008
 Scheduled Release.....January 2009

2009 Directory Ad Rates

4-COLOR ADS	IX
2-Page Spread	\$1,545
Back Cover	\$1,155
Front Inside Cover	\$1,000
Back Inside Cover	\$1,000
Full Page (4.5"x7.5")	\$910
1/2-Page (4.5"x3.75")	\$700
1/4-Page (4.5"x1.75")	\$600
BLACK & WHITE ADS	IX
Full Page (4.5"x7.5")	\$525
1/2-Page (4.5"x3.75")	\$320
1/4-Page (4.5"x1.75")	\$215

Key Statistics

Circulation: 1,800*
 Frequency: *International Miller* - quarterly
IAOM Membership Directory - annually
 Distribution: Milling professionals located in 90 countries. Chart shows regionally distribution as a percentage of the total.



*Circulation increased for distribution at North American conference.

About the Magazine

The *International Miller* is an expanded, quarterly version of IAOM's traditional Technical Bulletin. Its editorial mix of technical articles, features and departments provides milling professionals with strategic information on how to effectively manage their plant operations. Feature articles highlight the individual miller with the larger picture of the industry. Departments cover the milling professional's informational needs in technology, management, safety, sanitation, maintenance and plant operations.

IN EVERY ISSUE

Our editorial content will feature relevant information on a variety of issues including:

- Industry Leader Profiles
- Product and Service Innovations

REGULAR DEPARTMENTS

- IAOM News
- IMEF Update
- Employee Management
- Facility Management
- Quality Control
- Technical Operations
- Innovations
- Milling Over the Years

2008 Editorial and Advertising Planning Calendar

3RD QUARTER 2008

EURASIA DISTRICT AND MIDEAST & AFRICA DISTRICT

CONFERENCE PREVIEWS

Advertising space reservation.....August 15, 2008
Advertising materials due.....August 22, 2008
Scheduled Release.....October 2008

4TH QUARTER 2008

EURASIA DISTRICT CONFERENCE WRAP-UP

Advertising space reservation.....October 17, 2008
Advertising materials due.....October 24, 2008
Scheduled Release.....December 2008

1ST QUARTER 2009

MIDEAST & AFRICA DISTRICT CONFERENCE WRAP-UP

113TH ANNUAL CONFERENCE PREVIEW

Advertising space reservation.....January 9, 2009
Advertising materials due.....January 16, 2009
Scheduled Release.....March 2009

2ND QUARTER 2009

113TH ANNUAL CONFERENCE WRAP-UP

Advertising space reservation.....April 13, 2009
Advertising materials dueApril 20, 2009
Scheduled Release.....June 2009

International Miller reserves the right to modify its editorial calendar without notice.

2008 IM Ad Rates

4-COLOR ADS	1X-2X	3X-4X
2-Page Spread	\$900	\$765
Back Cover	\$950	\$810
Front Inside Cover	\$850	\$725
Back Inside Cover	\$850	\$725
Full Page	\$600	\$510
1/2-Page Island	\$450	\$380
1/2-Page	\$400	\$340
1/3-Page	\$330	\$285

BLACK & WHITE ADS

Full Page	\$450	\$380
1/2-Page Island	\$290	\$250
1/2-Page	\$250	\$200
1/3-Page	\$160	\$135

CLASSIFIEDS

Price per block	\$50	\$45
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IM and Directory Typesetting Charges: \$70

Guaranteed Special Positions: 10% premium applies

Display Classified Rates: A display classified is measured by column inches. One inch equals one block. Display classifieds may be as many as four blocks. Two or more blocks may include a photo, logo, or illustration. One block holds an average of 20 words.

By-the-Word Classified Rates: \$50 minimum, \$2.75 per word; per insertion. Count each word of the address separately. Telephone numbers count as one word. E-mails count as three.

IAOM EXHIBITOR DISCOUNTS

- 15% discount on a reservation for 4 ads
- 10% discount on a reservation for 3 ads
- 5% discount on a reservation for 2 ads

Mechanical Requirements

Trim size: 8 1/4" wide x 10 7/8" deep

Area for live matter: 7 7/16" wide x 10 1/4" deep

Printing: offset, web, 4-color process, color proofs must be supplied.

Electronic: Quark, InDesign, Illustrator, .PDF, or Photoshop. Include screen and printer fonts plus all TIFF and EPS files.

IM AD SIZE INCHES WIDTH BY HEIGHT (PICAS)

2-PAGE SPREAD BLEED 17" x 11.375" (102p x 68p3)	live area 15.667" x 10.125" (94p x 60p9)*** [bleeds all sides]
FULL PAGE 8.75" x 11.375" (52p6 x 68p3)	live area 7.417" x 10.125" (44p6 x 60p9) [bleeds all sides*]
1/2 HORIZONTAL SPREAD BLEED 17" x 5.792" (102p x 34p9)	live area 15.667" x 5.125" (94p x 30p9)*** [bleeds left, right, bottom]
1/2 HORIZONTAL BLEED 8.75 x 5.792" (52p6 x 34p9)	live area 7.417" x 5.125" (44p6 x 30p9) [bleeds left, right, bottom**]
1/2 VERTICAL BLEED 4.875" x 11.375" (29p3 x 68p3)	live area 3.542" x 10.042" (21p3 x 60p3) [bleeds all sides**]
1/2 ISLAND BLEED 6" x 8.167" (36p x 49p)	live area 4.667" x 7.5" (28p x 45p) [bleeds left, right, bottom**]
1/2 horizontal	7" x 4.875" (42p x 29p3)
1/2 vertical	3.375" x 10" (20p3 x 60p)
1/2 island	4.5" x 7.25" (27p x 43p6)
1/3 vertical	2.125" x 10" (12p9 x 60p)
1/3 square	4.5" x 4.875" (27p x 29p3)

* Since the ad could run on a left-hand or right-hand page, the total size includes a 1p6 (0.25") bleed on all four sides

** Since the ad could run on a left-hand or right-hand page, the total size includes a 1p6 (0.25") bleed on the left and right sides

*** Allow for 0.833" (5p) in middle across gutter



IAOM PUBLICATIONS

ADVERTISING SPACE RESERVATION FORM

Please reserve advertising space in the following issues:

International Miller

- 3rd Quarter 2008
 4th Quarter 2008
 1st Quarter 2009
 2nd Quarter 2009
 All 4 Issues
 Remainder of the year
 2009 IAOM Membership Directory

ADVERTISER LISTING INFORMATION

Advertiser Name: _____
 Sales Contact Name: _____
 Phone: _____ Fax: _____
 E-mail: _____ Website: _____

BILLING INFORMATION

Company/Agency Name: _____
 Address: _____
 City: State/Province, Zip/Postal Code: _____
 Country: _____ E-mail: _____
 Telephone: _____ Fax: _____

PRINT ADS - International Miller (IM) or Directory (DIR) - please circle

- 2-page spread - IM/DIR
 Back Cover - IM/DIR
 Front Inside Cover - IM/DIR
 Back Inside Cover - IM/DIR
 Full-page - IM/DIR
 1/2 page - IM/DIR
 1/3 page - IM/DIR
 1/4 page - IM/DIR
 Classified _____ blocks (IM only)
 4-Color
 2-Color
 Black & White
 Repeat ad from _____ issue - IM/DIR.

Production Material will follow to meet deadline:
 Materials will be UPLOADED via www.yousendit.com
 Materials will be submitted by E-MAIL to Sherri.Ford@iaom.info
 Production material will be MAILED (e.g. FedEx, UPS).

Note: Ad materials submitted on disk will be kept on file, and will be returned only by request. *We strongly suggest that all e-mail or web upload submissions be accompanied by a fax proof or PDF of the ad, and that on-disk submissions be accompanied by a printed proof.

METHOD OF PAYMENT

Check enclosed (Payable to IAOM, US funds only)
 Charge to following credit card:
 American Express
 Discover
 MasterCard
 Visa

Wire Transfer

Total \$ _____	Bank: UMB Bank, n.a.
Card No. _____	PO Box 419226
Expiration Date ____/____/____	Kansas City Missouri 64141-6226
Cardholder Signature _____	816-860-4862
	Routing #: 101000695
	Account#: 98 7148 759 8
	Swift: umkcus44

COPY AND CONTRACT REGULATIONS

International Miller (IM) is published quarterly. All space contracted to be used within one calendar year, or frequency discount will be forfeited and ads will be billed at their actual frequency. Advertiser/agency to supply all material. Advertiser and agency assume responsibility for all content of advertisements printed, as well as any claims arising therefrom against the publisher. Copy and images which do not meet material requirements as described on the *IM* 2008-09 Media Guide are subject to additional production charges. Notwithstanding anything contained herein to the contrary, it is expressly agreed between the parties thereto that the advertiser's damage, in the event of any error in publication by the publisher shall be limited to the cost charged by the publisher for said materials. Agencies must add the amount of commissions to rates stated on the Media Guide and collect from the advertiser. Net 30 days. Prepayment may be required. Rendering bill to an advertising agency shall not release advertiser in case of nonpayment by agency. Nonpayment will result in ads being barred from *IM* until such time that all outstanding bills are paid. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher reserves the right to refuse any advertising. The advertiser is responsible for all legal fees involved in collecting overdue balances.

CANCELLATIONS

Cancellations must be received in writing by the space reservation deadline. Failure to send materials does not constitute cancellation.

I understand and agree to the above contract regulations. _____
Signature (required)
Date

Please send all checks and a copy of the signed contract to:

IAOM, 5001 College Blvd., Ste. 104, Leawood, KS 66211 USA, FAX: +1-913-338-3553, Sherri.Ford@iaom.info