



Co-op Marketing Request

At Leica Geosystems, we are committed to providing the agriculture industry with quality products, and providing our premium resellers with the marketing tools and support needed to provide top-notch customer service. To help us fulfill our commitment to you, please take a few minutes to complete this request form for marketing materials. This will ensure a quick, reliable response to your marketing needs. We would also appreciate the request be submitted at least **ten (10)** business days prior to the ad publication deadline.

Premium Reseller Information

Company Name: _____

Primary Contact: _____

Public Relations/Advertising contact: _____

Contact Phone: _____

Contact Email: _____

Publication Information *Please submit one completed request form per publication.*

Publication Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Publication Contact: _____

Contact Phone: _____

Contact Email: _____

Website: _____

In which issue(s) will this advertisement be placed? *(please include month/year)* _____

Publication deadline: _____

Marketing Materials

(Make selection from *Leica Ag Co-op Marketing Program Guidelines*)

Please choose one format and check one option:

1. Half-page Horizontal Ads

Option 1 Option 2 Option 3 Option 4 Option 5 Option 6

2. Half-page Vertical Ads

Option 1 Option 2 Option 3

3. Quarter-page Ads

Option 1 Option 2 Option 3

4. Postcards 8.5" x 5.5"

Option 1 Option 2 Option 3 Quantity = _____

5. Posters 22" x 28"

Option 1 Option 2 Option 3

6. Vertical Banners 3' x 5'

Option 1 Option 2

7. Horizontal Banners

Option 1 **AND** (Size 8' x 3' **OR** Size 10' x 4')

Option 2 **AND** (Size 8' x 3' **OR** Size 10' x 4')

Reseller Information: (Please attach logos* and include taglines, address, business hours, etc. that you would like included in the marketing materials.) _____

* Please provide a high-resolution logo saved as a vector .eps or .ai file for print or .jpg for online.

Advertisement Layout and Cost Information

Rate per issue _____ Ad Frequency _____ Any discounts? _____

Total Cost _____ Leica reimbursement _____

Preferred art format PDF Native files gif jpg

Art accepted via Email FTP Ship

Address for submitting art: _____
(ftp site, email address or mailing address)

PRINT ADVERTISEMENT

Size (inches) H. _____ x W. _____. Other size _____

Horizontal Vertical Bleed No Bleed Black 4-Color

Other: _____

Note: Additional time and cost will be required if a color proof is needed.

ONLINE ADVERTISEMENT

Size (pixels) H. _____ x W. _____. Other size _____

Are animated gifs acceptable? Yes No

Requestor signature or name _____

Thanks for taking time to complete this form. Please submit to **Christina.Roth@leicaus.com** or fax to: **303-496-0300**. If you need more information or would like to discuss further, please contact:

Christina Roth

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