



**WESTERN EQUIPMENT DEALER**

***Resources for  
Successful Dealers***

**2018  
MEDIA KIT**

***Reaching the  
U.S. Dealer Network = Your Success***

- ***WED readers own and operate dealerships with annual sales and service volume from \$1 million to more than \$1 billion.***
- ***Showcase your products and services to key decision makers throughout Alaska, Idaho, Kansas, Missouri, New Mexico, Oklahoma, Oregon, Texas, and Washington State.***
- ***Every WEDA member throughout these nine states receives the WED... be part of this invaluable marketing tool.***
- ***Deliver your message and increase your sales by reaching dealers through the WED – the magazine that dealers read and rely on.***

***Ask us about reaching Canadian dealers in the  
Canadian Equipment Dealer (CED) magazine.***



***Western Equipment Dealer magazine is a publication  
of the Western Equipment Dealers Association.***

# WED

VOLUME 12, NO. 3  
FALL 2017

WESTERN EQUIPMENT DEALER  
RESOURCES FOR SUCCESSFUL DEALERS

## The hits and misses of rural broadband

Technology gaps affecting dealerships and customers PAGE 4



PLUS - OUR ONGOING SERIES  
It's Just Good Business

## EDITORIAL STRENGTH

*This quarterly publication reaches every WEDA member throughout Alaska, Idaho, Kansas, Missouri, New Mexico, Oklahoma, Oregon, Texas, and Washington State.*

*Don't miss your opportunity to reach your targeted market.*

**Western Equipment Dealer** is a quarterly publication with a focus on *Resources for Successful Dealers*.

Each issue features some of the equipment industry's most notable experts in dealership management. Magazine columnists provide topical information related to industry trends, such as used equipment marketing, transition planning, employee training, regulatory issues, legislation, data security, dealer profiles, and more. With a focus on "*Will it Help the Dealer,*" this publication has become the industry specific publication that dealers read and rely on.

**Western Equipment Dealer** is an excellent opportunity to connect directly with equipment dealers and inform them about your products and services. Don't miss your opportunity to be a part of this invaluable marketing tool.

**WED**  
WESTERN EQUIPMENT DEALER

638 W 39th Street, PO Box 419264  
Kansas City, MO 64141-6264  
Phone (816) 561-5323 Fax (816) 561-1249  
info@westerneda.com



WESTERN EQUIPMENT DEALER

# 2018 AD RATES

## TARGET AUDIENCE

Reach key players in the U.S. \$20 Billion agricultural equipment dealer industry!

The **Western Equipment Dealer** is direct mailed to all WEDA members throughout Alaska, Idaho, Kansas, Missouri, New Mexico, Oklahoma, Oregon, Texas, and Washington State. The WED is also direct mailed to WEDA's associate members, which represent manufacturers, distributors and industry service providers.

## THE PUBLICATION

Finished size: 8 1/2" x 11"      Stock: 70lb text, full colour      Binding: Saddle Stitch

## ADVERTISING OPTIONS

PERIODICAL AD RATES		10% DISCOUNT on ALL rates for WEDA Members		
Color Ad Sizes - Live Ad Area		Single Issue	2 Issues (cost per issue)	Full Year (cost per issue)
NEW!!	Full Page Advertorial No Bleed 7 1/2" x 10" With Bleed 8 1/2" x 11"	\$ 1,700	\$ 1,500	\$ 1,300
	Full Page No Bleed 7 1/2" x 10" With Bleed 8 1/2" x 11"	\$ 1,200	\$ 1,100	\$ 1,000
	Two-Thirds Page Horizontal 7 1/2" x 6 5/8" Vertical 5" x 10"	\$ 950	\$ 850	\$ 750
	Half Page Horizontal 7 1/2" x 4 7/8" Vertical 3 5/8" x 10"	\$ 650	\$ 600	\$ 550
PREMIUM ADVERTISING POSITIONS				
Inside Front Cover	8 1/2" x 11" PLUS 1/4" bleed all sides	\$ 1,595	\$ 1,495	\$ 1,395
Inside Back Cover	8 1/2" x 11" PLUS 1/4" bleed all sides	\$ 1,595	\$ 1,495	\$ 1,395
Outside Back Cover	8 1/2" x 11" PLUS 1/4" bleed all sides	\$ 1,695	\$ 1,595	\$ 1,495

**NOTE: Advertisers that are associate members of WEDA that purchase ads in both *Western Equipment Dealer* and *Canadian Equipment Dealer* will receive an additional 10 percent discount.**

**All supplied artwork (logos, images) must be CMYK (4 color process) at a minimum of 300 dpi resolution. Print ready PDF artwork is preferred**, but may also be submitted in TIF, JPG or EPS file formats. EPS files must have text converted to outlines. Text to be printed in black ink MUST be 100% black only, NOT four-color black (100C/100M/100Y/100K). Print ready PDF files will be reviewed by our Design Department for print suitability. Native (open) file submissions will be accepted only as packaged InDesign files (all fonts, images, support files included) either PC or MAC format composed InDesign.

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**How to send artwork:** All artwork must be provided in an electronic format via email.

For additional information, please call Joanne Olson, WEDA managing editor of publications, at 1-800-661-2452.

To email artwork, please send to [mgriffith@westerneda.com](mailto:mgriffith@westerneda.com).

**Ad proofs will be provided BY REQUEST ONLY and approvals are required via email or fax.**



# 2018 ADVERTORIALS

## WESTERN EQUIPMENT DEALER

The Western Equipment Dealers Association publishes the Western Equipment Dealer (WED) and Canadian Equipment Dealer (CED) magazines four times per year.

Western Equipment Dealer is circulated to over 1,000 dealer members throughout Alaska, Idaho, Kansas, Missouri, New Mexico, Oklahoma, Oregon, Texas, and Washington State. WED presents an opportunity to reach this \$20 billion U.S. market.

**Canadian Equipment Dealer is circulated to over 1,250 dealers from British Columbia to Prince Edward Island. With the average dealer's revenue at - \$20 million, that's over \$25 billion in wholesales and aftermarket sales.**

## NEW for 2018

**We are now offering the opportunity to tell your story to our audience.**

Whether you're looking to grow your distribution channel, build brand awareness, launch a new product or service or simply grow your business, WED and CED are your cost-effective marketing tool.

**And what better way to tell your story than in an Advertorial.** Our advertorials are a great avenue to tell your story, without the constraints of traditional advertising. Editorial assistance available upon request. Please see our Advertising Guidelines for additional information, advertising rates, publishing details and ad copy deadlines.

**Call us today to learn more at (800) 661-2452 and ask for Joanne or Larry.**

30 APRIL 21, 2017 | WWW.PRODUCTION.COM | THE WESTERN PRODUCER CATTLE CALL

ADVERTISEMENT

### Importance of Diatomaceous Earth (DE) as Animal Feed Additive

**“We are what we eat,” says the old adage, but this is just as valid when it comes to our livestock: we are what they eat!**

It is not only important what the livestock is fed but also the availability of the nutrients and calories in that feed, their digestive health, and the cost effectiveness of the feed and its related processes. This is achieved by maintaining a balanced intestinal flora of the animals, ensuring maximum absorption of nutrients in the digestive system, and insuring that the bulk density of the feed and its homogeneity are within expected norms. Moreover, it is imperative to keep the moisture out, prevent the feed from rotting, clumping or caking.

To that effect, diatomaceous earth is a perfect animal feed additive (AFA) for all farm animals with many benefits - from preserving feed quality to improving livestock health and performance through better digestibility, acceptability and overall bioavailability. From an economic perspective, Diatomaceous earth will also provide cost benefit, advantages by improving mixing properties, as well as increasing the bulk density of some ingredients.

Diatomaceous earth is an amorphous silica substance that is the result of fossilization of unicellular marine organisms called diatoms. There are many different types of diatoms with different types of properties, which dictate their most effective use. The most notable distinction is salt water versus fresh water diatoms.

As an animal feed additive, one of diatomaceous earth's basic functions is to act as a natural preservative for the feed, absorbing moisture that

may cause fungus, mold or rot. Also, due to its moisture reduction capacity, it reduces clumping and prevents caking of the feed. This helps preserve feed without the need of chemicals, make it more acceptable to the stock during feeding and increase processing and delivery efficiency.

Diatomaceous earth's other function is to improve the stock's health, feed conversion, and overall performance. To that effect, DE has been known to improve feed conversion with good young stock, accelerating growth, improving digestive health, and reducing stress by balancing the intestinal flora. Diatomaceous earth is also known to reduce internal and external parasites and bacterial infections. It is also known to control worms, and its residual mineral content may give animals a shinier, healthier coat.

For the diatomaceous earth to be working properly and effectively as an AFA, it has to be non-caustic, only dried and dried, 100% natural diatomaceous earth. However, the diatoms must be fresh water diatoms. It should also be organic (OPRI listed) and respect CFIA standards.

Diatomaceous earth as an animal feed additive is incredibly effective and efficient. All you have to do is mix up to 2% in your feed, either yourself, if you have the mixing capabilities on the farm, or by asking your feed supplier to provide you the ready mixed feed. Using diatomaceous earth as an animal feed additive will increase your ROI by keeping animals healthier, improve their feed conversion rates and making sure that feed works harder and longer by preserving it naturally.

**100% pure diatomaceous earth ore**

**ABSORBPUR**

**Ep Minerals**

www.absorbpur.com / sales@absorbpur.com  
1 (800) 667-6649

CFIA/ACIA OMRI

## PCI compliance: The basics

When you boil it all down, PCI compliance is about doing what is right for your customers and maintaining their trust.

**A**ny good business wants to keep its systems secure and safeguard customers' payment information. Unfortunately, the process and standards for keeping this sensitive data safe continues to become increasingly complex and require more resources. Keep reading to learn more about PCI compliance and why it is so important for WEDA members to be compliant.

**What is PCI compliance?**  
Any company that processes, stores or transmits payment cardholder data must adhere to a set of standards known as PCI DSS - the Payment Card Industry Data Security Standard.

Cardholder data refers to the uniquely identifiable information (PII) associated with the owner of a debit, credit or pre-paid payment card. PCI compliance is how the Payment Card Industry Security Standards Council (PCI SSC) ensures merchants handle cardholder data in a secure environment.

**Which businesses are required to comply with PCI standards?**  
Any debit, credit or prepaid card associated with any of the five members of the PCI SSC - American Express, Discover, JCB, MasterCard and Visa - falls under the scope of PCI compliance.

So, all merchants who accept card transactions by any mechanism - from point of sale swipe terminals to e-commerce shopping carts - need to meet and maintain some level of PCI compliance criteria. This level is typically related to transaction volume.

**How does transaction volume affect a merchant's need to be PCI compliant?**  
PCI compliance is required of all card-accepting merchants, regardless of the size or number of card transactions. However, the transaction volume does affect the level of compliance each merchant is subject to. Merchants fall into one of four validation levels based on their annual card transaction volume. The larger the business, the higher the validation level, and thus the higher the compliance requirements.

LEVEL 1	6M+ Transactions/Year
LEVEL 2	1-6M Transactions/Year
LEVEL 3	20K-1M Transactions/Year
LEVEL 4	<20K Transactions/Year

Merchants who have suffered a breach that compromised cardholder data may be bumped up to a higher validation level to introduce a more stringent level of compliance.

**What steps must every merchant take to meet PCI compliance?**  
There are 12 categories of PCI DSS requirements that all merchants must meet to be considered compliant or they risk financial penalties imposed by the card brands. These categories provide a framework comprised of more than 275 questions and requirements and are dependent upon the four levels previously listed as well as the role each party plays in the transaction process.

**The 12 categories are:**

1. Install and maintain a firewall configuration to protect cardholder data
2. Do not use vendor-supplied defaults for system passwords and other security parameters
3. Protect stored cardholder data
4. Encrypt the transmission of cardholder data across open, public networks
5. Use and regularly update anti-virus software or programs
6. Develop and maintain secure systems and applications
7. Restrict access to cardholder data by business need to know
8. Assign a unique ID to each person with computer access
9. Restrict physical access to cardholder data
10. Track and monitor all access to network resources and cardholder data
11. Regularly test security systems and processes
12. Maintain a policy that addresses information security for all personnel

**What are the risks of not being PCI compliant?**  
PCI DSS is a set of standards, not laws, but almost every state has enacted legislation requiring merchants to notify their customers of security breaches. Current state and federal privacy regulations forbid merchants from storing unencrypted cardholder data, PIN numbers as well as other PII.

Merchants who do not comply with PCI standards risk being subject to costly consequences - fines, legal fees, card replacement costs, forensic audits, decreases in stock equity, reputation damage, and loss of business.

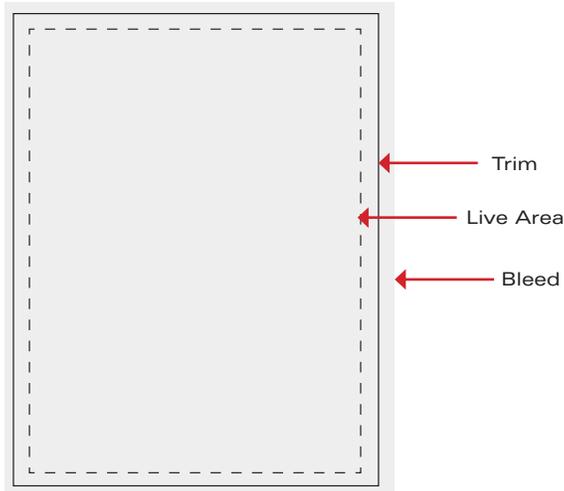
**How do third-party payment processors help merchants reach PCI compliance?**  
Payment processors can help merchants simplify ongoing compliance needs and rest easy knowing they're meeting all 12 requirements. Hackers are growing smarter and more relentless every day. A third-party processor can reduce a merchant's risk of exposure and serve as an ongoing security consultant. Processors can identify system vulnerabilities that could be targeted by cyber criminals seeking access to a merchant's private network. They should also have expert knowledge on the latest compliance rules, as well as a pulse on new and customizable technologies that can decrease or remove a merchant's system from the scope of PCI compliance.

CardConnect is the recommended provider of payment processing solutions of the Western Equipment Dealers Association. With solutions including their patented Information and PCI validated point-to-point encryption (P2PE), CardConnect ensures that your data is protected and your PCI compliance is better managed. To learn more and receive your complimentary coverage analysis, visit <https://cardconnect.com/partner/weda>.

WESTERN EQUIPMENT DEALER • Fall 2017 11

## WESTERN EQUIPMENT DEALER

### ALL MEASUREMENTS ARE IN INCHES



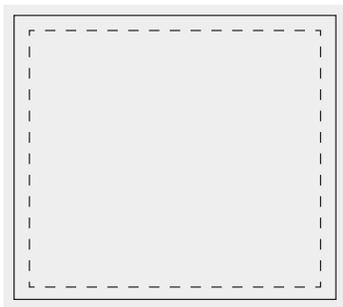
When referring to the Live Ad Area - depending on the final number of pages in any given issue of the WED, you don't have to be concerned with any portion of an ad being trimmed off because the body text was too close to the trim edge. You can, however, have your background images bleed off the edges.

#### Full Page / Full Page Advertorial With Bleed

Trim Size is 8 1/2 x 11  
Live Ad Area is 8 x 10.5  
PLUS 1/4" bleed all sides

#### Without Bleed

Trim Size is 8 1/2 x 11  
Live Ad Area is 7 1/2 x 10

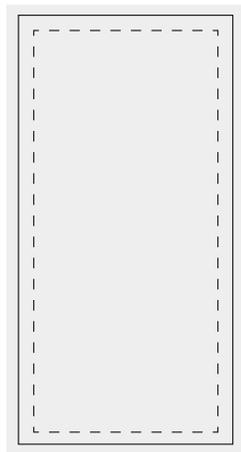


#### Two Thirds Page Horizontal Bleed

Live Ad Area is  
8 1/2" x 6 5/8"  
PLUS 1/4" bleed all sides

#### Without Bleed

Live Ad Area is  
7 1/2" x 6 5/8"

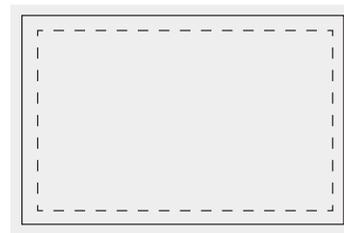


#### Two Thirds Page Vertical Bleed

With bleed Live Ad Area is  
5 1/4" x 10"  
PLUS 1/4" bleed all sides

#### Without Bleed

Live Ad Area is  
6 5/8" x 10"

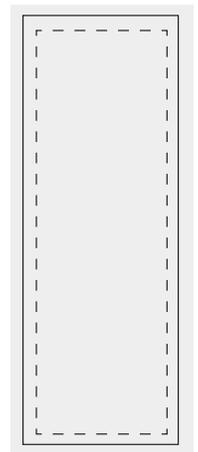


#### Half Page Horizontal Bleed

With bleed Live Ad Area is  
8 1/2" x 5 1/4"  
PLUS 1/4" bleed all sides

#### Without Bleed

Live Ad Area is  
7 1/2" x 4 7/8"



#### Half Page Vertical Bleed

With bleed Live Ad Area is  
5 1/4" x 11"  
PLUS 1/4" bleed all sides

#### Without Bleed

Live Ad Area is  
3 5/8" x 10"



638 W 39th Street, PO Box 419264  
 Kansas City, MO 64141-6264  
 Phone (816) 561-5323  
 Fax (816) 561-1249  
 info@westerneda.com

**OFFICE USE ONLY**

Project # \_\_\_\_\_

- Artwork Collection       Ad Design/Approval  
 Administration       Project Coordinator

**ADVERTISING PURCHASE AGREEMENT • 2018 Western Equipment Dealer Magazine**

COMPANY NAME		WEBSITE	
ADDRESS		CITY	PROV / STATE
PHONE	FAX	POSTAL CODE / ZIP CODE	
BILLING ADDRESS (IF DIFFERENT)			
CONTACT NAME		EMAIL	
DESIGN CONTACT		AGENCY	
PHONE		EMAIL	

**2018 Ad Copy Deadlines**

**Spring 2018 Issue** - Deadline February 2, 2018  
**Summer 2018 Issue** - Deadline April 6, 2018

**Fall 2018 Issue** - Deadline July 6, 2018  
**Winter 2018 Issue** - Deadline October 5, 2018

**NEW!!**

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**Billing Instructions and Advertising Disclaimer:** Payment in full due upon receipt of invoice. A \$50 charge is applicable to changes after ad sign off. Any amount unpaid is subject to a late charge at the rate of 2% per month. Payments can be made by check, American Express, VISA or MasterCard. All ads are accepted and published entirely on the representation that the advertiser and/or the agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication and the participation ads – the advertiser and the agency will indemnify, defend and hold the publisher harmless from any claims or lawsuits arising from the relationship created by this agreement. Publisher's liability in the case of any error or omission shall in no event exceed the amount that the advertiser paid for the aforementioned ad. Cancellations must be received prior to the advertising space deadline. All premium advertising space is non-cancellable. Prices are net of agency commission. Ads may appear in an online version of the publication.

**I have read and understand the above advertising terms X \_\_\_\_\_**

Full Page

With bleed

Live Ad Area is 8 1/2" x 11 PLUS 1/4" bleed all sides

Full Page  
No bleed  
Live Ad Area is 7 1/2" x 10"

Two Thirds Page

Horizontal

Live Ad Area is 7 1/2" x 6 5/8"

Two Thirds Page  
Vertical  
Live Ad Area is 5" x 10"

Half Page  
Horizontal  
Live Ad Area is 7 1/2" x 4 7/8"

Half Page

Vertical

Live Ad Area is 3 5/8" x 10"