



## News Release

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**FOR IMMEDIATE RELEASE**

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### **World Ag Expo and Multi Ag Media Extend Publishing Contract for World Ag Expo Official Magazine and Preview**

TULARE, Calif.— World Ag Expo and Multi Ag Media are pleased to work together to publish the Expo's most up-to-date information on seminars, special events, exhibitor details and so much more. Help us celebrate 40 years of innovative agriculture and include your company's information in the Preview Magazine and the World Ag Expo Official Magazine published by Multi Ag Media.

"We're excited to enter another three-year contract with Multi Ag Media to publish the Expo's Official Magazine and Preview. Year-after-year, these publications are a vital resource for attendees visiting our show," said Jerry Sinift, general manager of the International Agri-Center.

The World Ag Expo Official Magazine will be mailed in January 2007 and read by ag producers within a 1,000 mile radius of the Expo, plus national milk producers with 500+head herds. The publication is also distributed at the Expo for a total circulation of over 90,000 farmers and ranchers. Advertising in the World Ag Expo Official Magazine allows you to pre-sell your customers and prospects while inviting them to your exhibit.

"These magazines are extremely valuable tools for all of our exhibitors and the producers who receive them. We encourage our exhibitors to take full advantage of these publications for their Expo promotion," said Sinift.

The Preview Magazine will be mailed in November 2006 and read by 35,000 leading farmers, ranchers, growers and dairy producers in California to "preview" products and services displayed at the Expo.

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The 2007 World Ag Expo Official Magazine will be a keepsake publication highlighting the show's 40<sup>th</sup> anniversary, as well as containing important "must read" schedules, seminars and exhibit locations; helping attendees plan their Expo visit.

For more information about advertising in the World Ag Expo Official Magazine and Preview, contact Jackie Machado - phone: 866-520-2880 email: [jmachado@multiagmedia.com](mailto:jmachado@multiagmedia.com)

*The World Ag Expo is celebrating 40 years of innovative agriculture Feb. 13-15, 2007.  
Visit [www.worldagexpo.com](http://www.worldagexpo.com) for current information on WAE and event details.*

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