



# 2012

## MID-SOUTH FARM & GIN SHOW ...WHERE IT ALL COMES TOGETHER



### Official 2012 Program Advertising Order Form

**60th ANNIVERSARY!**

#### Official PROGRAM Gross Rates

##### RATES IF ORDERED BEFORE NOV 15 2011

Ad Sizes	B/W	2/C (Std)	4/C
Full Page	\$4,950	\$6,240	\$7,325
Full Spread	\$9,880	\$12,480	\$14,635
2/3 Page	\$3,495	\$4,790	\$5,875
1/2 Page Island	\$3,085	\$4,390	\$5,470
1/2 Page	\$2,785	\$4,075	\$5,170
1/3 Page	\$2,070	\$3,355	\$4,435
1/4 Page	\$1,405	\$2,695	\$3,780
1/6 Page	\$985	\$2,285	\$3,355
Business Card	\$720	\$2,015	\$3,105
Exhibitor List Ad			\$415

Distribution: 37,000

##### RATES IF ORDERED AFTER NOV 15 2011

Ad Sizes	B/W	2/C (Std)	4/C
Full Page	\$5,680	\$7,175	\$8,420
Full Spread	\$11,365	\$14,355	\$16,855
2/3 Page	\$4,030	\$5,520	\$6,775
1/2 Page Island	\$3,555	\$5,050	\$6,290
1/2 Page	\$3,205	\$4,700	\$5,940
1/3 Page	\$2,380	\$3,860	\$5,120
1/4 Page	\$1,610	\$3,105	\$4,360
1/6 Page	\$1,125	\$2,630	\$3,865
Business Card	\$795	\$2,325	\$3,570
Exhibitor List Ad			\$475

Inside Front Cover or Back Cover: 5% Premium  
Inside Back Cover: 10% Premium

#### PROGRAM Order Info:

Ad Size: \_\_\_\_\_  
 Color: \_\_\_\_\_  
 Rate: \_\_\_\_\_  
 Total: \_\_\_\_\_

#### PROGRAM Ad Dimensions

Ad Sizes	Width	Depth
Full page non-bleed	7"	10"
Full page bleed size	7-7/8"	11"
2/3 page Vertical	4-1/2"	10"
1/2 page Horizontal	7"	5"
1/2 page Island	4-1/2"	7-1/2"
1/2 page Vertical	3-3/8"	10"
1/3 page Square	4-1/2"	5"
1/3 page Vertical	2-1/8"	10"
1/4 page Standard	3-3/8"	5"
1/6 page Vertical	2-1/8"	5"
Business Card	4-1/2"	2"
Exhibitor List Ad	2-1/8"	1"

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Fax form to 662-627-1977  
or email to sbright@farmpress.com

#### DEADLINES

Space: \_\_\_\_\_  
DECEMBER 14, 2011

Material: \_\_\_\_\_  
JANUARY 10, 2012

For More Information on the Mid-South Farm & Gin Show Program  
**CALL 800-253-3160**