

2011 Delta Agricultural Digest Rate Card

GROSS RATES

SPACE

Full Page	8,055
Half Page	4,755
Two-Page Spread	16,110
Half-Page Spread	9,505
Two-Color (Extra Per Page)	1,180
Matched Color (Extra Per Page)	1,490
Four-Color (Extra Per Page)	2,480

POSITION CHARGES

Inside front cover or back cover	10% of space & color extra
Inside back cover	5% of space & color extra

FRONT COVER IMPRINT RATES

B/W	\$ 550
2/C (standard)	670
2/C (matched)	850
4/C	1100

BULK ORDER RATES

1 copy	\$27.85
2-9 copies	26.60
10-49 copies	18.80
50-99 copies	14.50
100-499 copies	11.25
500+ copies	10.65

Rates include shipping and handling

SPECIAL CLASSIFICATIONS

- Half page (horizontal only) is minimum size ad accepted.
- Advertising set in editorial style must carry the wording "Advertiser-Supplied Information" at the top of the ad in 12 point type.
- Cancellation of copy not possible unless notice is received by space closing date.

AGENCY COMMISSIONS

- All rates are 15% commissionable to recognized agencies. No cash discount allowed.
- Invoices are rendered upon publication.

PUBLISHER'S EDITORIAL STATEMENT

The *Delta Agricultural Digest* is an annual, agricultural reference for products and practices recommended in the production of major crops in the Mid-South area. It is a thorough, handy source of information used throughout the cropping season by producers, consultants, agribusiness personnel, Extension workers, and others.

ISSUE DATE, STATES, CROPS

Date Issued	February, 2011
Space Closing	December 29, 2010
Material Deadline	January 14, 2011
Circulation	18,000
States Covered	Arkansas, Louisiana, Mississippi, Missouri, West Tennessee
Crops Covered	Cotton, Soybeans, Rice, Wheat, Grain Sorghum, Corn

MECHANICAL REQUIREMENTS

- Binding: Perfect Bound
Recommended Screen: 120
Maximum Screen: 133
- Publication Trim Size: 7" x 10"

Full Page	6-3/4" x 9-3/4"
Full Page Bleed	7-1/4" x 10-1/4"
Two-Page Spread	13-1/2" x 9-3/4"
Two-Page Bleed	14-1/2" x 10-1/4"
Half Page	6-3/4" x 4-7/8"
Half Page Bleed	7-1/4" x 5-1/8"
Half Page Spread	13-1/2" x 4-7/8"
Half Page Spread Bleed	14-1/2" x 5-1/8"

C. Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines. PDF files are preferred and must be prepared for press optimized printing in CMYK with fonts embedded. Adobe Indesign files, also accepted, must be accompanied with all supporting files, including fonts. Maximum tonal density for 4-color not to exceed 240%.

For complete preparation guidelines and file delivery information, please contact: Sandy Perry, Production Manager, 800-253-3160, Ext. 70150; email: sperry@farmpress.com

Orders and printing material should be sent prepaid directly to Kathy Jordan, Farm Press Publications, 14920 U.S. Highway 61, Clarksdale, MS 38614. Phone 662-627-0165; email: kjordan@farmpress.com

Farm Press

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