



Arkansas • Louisiana • Mississippi • Missouri • Tennessee (western)

Cotton	Hay	Rice
Corn	Peanuts	Soybeans
Grain Sorghum	Pecans	Wheat

DISPLAY UNITS

2012 Gross Rates

	Full Run
FRONT COVER BANNER (Includes 4/C)	\$ 11,860
FRONT COVER EAR (Includes 4/C)	7,760
TABLOID PAGE	12,125
2-PAGE SPREAD	26,675
3/4 PAGE	9,880
JUNIOR PAGE	7,605
JUNIOR SPREAD	17,110
1/2 PAGE	6,995
1/2 PAGE SPREAD	15,370
1/3 PAGE	4,695
1/4 PAGE	3,550
1/6 PAGE	2,380
COLUMN INCH	300
COLOR RATES (PER PAGE)	
2-COLOR (STANDARD)	1,530
4-COLOR	3,495

Split-run advertising: In addition to the regional buys shown in the rate section, *Western Farm Press*, *Southwest Farm Press* and *Southeast Farm Press* offer copy change availability between regions.

Gross rate per change, per page on which change is made:

- \$1,035 - black plate change
- \$1,340 - 2-color plate changes
- \$1,700 - 4-color plate changes

Position charge:

Back cover:

10% additional on space and color rates (Back cover position guaranteed with tabloid page ad only)

Inside front cover, inside back cover or center spread:

5% additional on space and color rates.