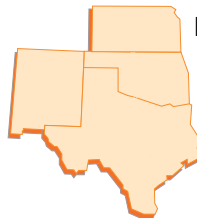


SOUTHWEST FARM PRESS®



Kansas • New Mexico • Oklahoma • Texas

Citrus
Corn
Cotton
Grain Sorghum

Hay
Peanuts
Pecans
Rice

Soybeans
Vegetables
Wheat

DISPLAY UNITS

2012 Gross Rates

	Full Run	Plains, Northeast or South Region	Peanut Buy*	Vegetable Buy
FRONT COVER BANNER (Includes 4/C)	\$11,860	N/A	N/A	N/A
FRONT COVER EAR (Includes 4/C)	7,760	N/A	N/A	N/A
TABLOID PAGE	12,125	\$ 7,275	\$ 9,100	\$ 5,270
2-PAGE SPREAD	26,675	15,990	20,005	11,570
3/4 PAGE	9,880	5,935	7,405	4,310
JUNIOR PAGE	7,605	4,565	5,710	3,355
JUNIOR SPREAD	17,110	10,275	12,835	7,545
1/2 PAGE	6,995	4,195	5,240	3,080
1/2 PAGE SPREAD	15,370	9,235	11,485	6,770
1/3 PAGE	4,695	2,805	3,520	2,075
1/4 PAGE	3,550	2,135	2,660	1,565
1/6 PAGE	2,380	1,430	1,780	1,055
COLUMN INCH	300	175	230	130
COLOR RATES (PER PAGE)				
2-COLOR (STANDARD)	1,530	1,230	1,220	1,135
4-COLOR	3,495	2,255	2,795	2,295

*PEANUT COMBO RATE available for Southeast Farm Press/Southwest Farm Press/Delta Farm Press.