



**impact**  
your sales now

[ 2009 Rates ]



**Your Farm. Your Land. Your Life.**



Together DTN and *The Progressive Farmer* deliver the right content to the right audience across multiple media platforms—it all adds up to you moving the needle with producers now.



## print rates and sizes

2009 PRINT RATES:		BLACK AND WHITE				BLACK AND ONE COLOR				FOUR COLOR			
	Rate Base	Page	2/3 pg	1/2 pg	1/3 pg	Page	2/3 pg	1/2 pg	1/3 pg	Page	2/3 pg	1/2 pg	1/3 pg
<b>National</b>	625,000	56,129	39,290	31,769	22,452	62,923	44,046	35,614	25,169	77,206	54,044	43,699	30,882
<b>Midwest</b>	275,000	25,918	18,143	14,670	10,367	29,056	20,339	16,445	11,622	35,651	24,956	20,178	14,260
<b>South</b>	350,000	34,418	24,093	19,481	13,767	38,585	27,009	21,839	15,434	47,343	33,140	26,796	18,937

*2nd and 3rd covers (National): \$77,206 Back cover (National): \$92,647*

Rates are gross. Regional circulations are not guaranteed and are to be used only as a basis for calculating rates. See section on "Mechanical Specifications" for copy change charges.

## online rates and sizes

2009 ONLINE RATES: STANDARD*			
	<i>non-print advertisers</i>	<i>print advertisers</i>	<i>ad sizes</i>
<b>Leaderboard</b>	\$33/CPM	\$28/CPM	728x90 160x600
<b>Skyscraper</b>	\$33/CPM	\$28/CPM	728x90 160x600

\*impressions guaranteed with standard advertising

2009 ONLINE RATES: NON-STANDARD**			
	<i>est. impressions</i>	<i>rate</i>	<i>ad size</i>
<b>Homepage Package</b>	30,000/month	\$1,000/month	360x105
<b>E-newsletter</b>	75,000/sponsorship	\$2,500/sponsorship	120x600

\*\*impressions are not guaranteed with non-standard advertising

The screenshot shows a website homepage with a dark blue header. The main content area is filled with various advertisements and articles. A prominent ad at the top right says 'UTILITY VEHICLES'. Below it, there's a section titled 'Saving Our FARMLAND' with a green background. To the right, there's a vertical sidebar with several smaller ads, including one that says 'BUY NOW! Only for \$2,999.00'. At the bottom, there's a 'READER'S CHOICE AWARDS' banner.

# circulation - 625,000



## **south - 350,000**

Alaska	150	Mississippi	16,500
Alabama	20,500	New Hampshire	350
Arkansas	16,700	New Jersey	950
Arizona	1,700	New Mexico	2,400
California	7,400	Nevada	500
Colorado	5,900	North Carolina	27,200
Connecticut	600	Oklahoma	19,800
Delaware	2,500	Oregon	3,100
Florida	9,800	Rhode Island	100
Georgia	24,900	South Carolina	9,400
Idaho	2,750	Tennessee	23,700
Kentucky	32,800	Texas	49,500
Louisiana	11,100	Utah	1,500
Massachusetts	650	Vermont	650
Maine	600	Virginia	24,000
Maryland	13,000	Washington	4,400
Missouri (boothel)	8,900	West Virginia	6,000

## **midwest - 275,000**

Iowa	45,000	Nebraska	23,700
Illinois	40,000	New York	4,000
Indiana	23,500	Ohio	19,000
Kansas	21,800	Pennsylvania	7,500
Michigan	11,800	South Dakota	12,000
Minnesota	28,000	Wisconsin	11,200
Missouri	12,900	Wyoming	1,000
Montana	2,800		
North Dakota	10,800		



## publishing schedule

ISSUE	CLOSING	MATERIALS DUE	DELIVERY
JANUARY 2009	11/14/08	11/28/08	01/02/09
FEBRUARY 2009	12/15/08	12/29/08	02/02/09
MARCH 2009	01/15/09	01/30/09	03/02/09
APRIL 2009	02/16/09	02/27/09	04/01/09
MAY 2009	03/16/09	03/30/09	05/01/09
JUNE/JULY 2009	04/15/09	04/30/09	06/02/09
AUGUST 2009	06/15/09	06/30/09	07/31/09
SEPTEMBER 2009	07/15/09	07/31/09	09/02/09
OCTOBER 2009	08/14/09	08/31/09	10/01/09
NOVEMBER 2009	09/15/09	09/30/09	11/02/09
DECEMBER 2009	10/15/09	10/30/09	12/01/09

## dimensions

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<b>Non-Bleed</b>	<b>Width</b>	<b>Depth</b>
Full Page	7"	10"
2/3 Page	4 5/8"	10"
1/2 Page(vertical)	3 3/8"	10"
1/2 Page (horizontal)	7"	5"
Junior Page (digest size)	4 5/8"	6 3/4"
1/3 Page (1 column)	2 1/4"	10"
1/3 Page (2 column x 70 lines)	4 5/8"	5"
1/6 Page (1/2 column)	2 1/4"	5"

  

<b>All Double Columns</b>		
Full bleed length (both top & bottom)		10 3/4"
Either top or bottom bleed length		10 1/4"
Outside bleed width (inner margin always normal)		5 3/8"

  

<b>Bleed</b>	<b>Width</b>	<b>Depth</b>
Covers	8 1/8"	10 3/4"
Full Page	8 1/8"	10 3/4"
Spreads	16 1/4"	10 3/4"
Spread gutter bleed only (each plate)	7 1/2"	10"
2/3 Page	5 3/8"	10 3/4"
1/2 Page (vertical)	4 1/4"	10 3/4"
1/2 (horizontal)	8 1/8"	5 3/8"
1/3 Page (vertical)	2 7/8"	10 3/4"
Junior Page (digest size)	5 3/8"	7"
Trim Size	8"	10 1/2"

Final foot trim 1/8". Final top and outside trim 1/8".

## production materials

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A full array of standard preprinted inserts, gatefolds, and other special units are offered by special arrangement. All business reply cards must be checked by our Production Department to ensure that postal regulations have been met.

**Ad materials should be sent on disc accompanied with a full color proof to:**

**The Progressive Farmer  
Attn: Ann Dillard  
2204 Lakeshore Drive, Ste 415  
Birmingham, AL 35209**

**Inserts should be sent to:**

**Quebecor Printing  
c/o The Progressive Farmer  
451 International Blvd.  
Clarksville, TN 37040**

## mechanical specs

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Web Offset · Saddle Stitched (guides to foot) · Depth of columns: 140 agate lines or 10 inches · Three columns to the page, 420 agate lines · Page type space: 7" wide x 10" deep · Trim size: 8" wide x 10 1/2" deep · Final foot trim 1/8"; final top and outside trim 1/8"

**PRINTING MATERIAL REQUIREMENTS:** Specifications for Web Offset Publications (SWOP) will apply. No proofs of advertising copy to be set by the publisher will be submitted for the advertiser's approval or correction unless copy, layout and other necessary printing material is received by Progressive Farmer in Birmingham, Alabama on or before closing date. NOTE: Publisher advises against crossing the "gutter" in 2-page facing ads with either lettering or design that requires near perfect alignment, as alignment cannot be guaranteed in all copies, due to mechanical variations in manufacture.

**MINIMUM DEPTH ROP ADVERTISEMENTS:** One column, 14 lines. Two columns, 28 lines. One- and two-column advertisements exceeding 112 lines in depth must be full-column depth. Three-column advertisements must be full-column depth, excepting horizontal half page.

**COPY CHANGE CHARGES PER PAGE:** Four Color—\$950; Two Color—\$650; Black & White—\$400. Agency Comissions and Charges: Agency commission, 15 percent. Terms n

## digital specs

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**MEDIA:** Desktop applications (e.g. Quark Xpress) saved as PDF/x1a (Distilled from Postscript). Laserwriter or AdobePS driver and the DDAp3 PPD should be used when saving the Postscript file. Only one ad per file. All of the high-resolution images and fonts must be included when the Postscript file is saved. We recommend the use of Type 1 fonts—no font substitutions are allowed. Images must be SWOP (CMYK or grayscale) TIFF or EPS format 300 dpi. Total area density should not exceed SWOP standard 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS files into other EPS files. Do not embed ICC Profiles within images. Do not embed OPI information in files. All required image trapping will be included in the file. The file must be right reading, portrait mode, 100% size, no rotations. All spot colors not intended to print must be converted to CMYK.

**DOCUMENT CONSTRUCTION:** Build pages to trim and extend bleed 1/8" beyond document page.

**PROOFS:** All off-press proofs must include a SWOP approved color bar to be acceptable SWOP proofs. Proofs made using digital proofing systems should use a digital control bar having similar content to the hard-dot film control bar. This color control bar should have the following characteristics: Screened areas with rulings of 133 lines per inch with tint values of 25%, 50%, and 75% of each of the primary colors in physical proximity to a solid patch. Two-color overprints of the same 25%, 50%, 75% and solids are also recommended. Additional areas such as 1%, 2%, 3%, 5% and 95%, 97%, 98%, 99% may be useful, especially for digital output. A gray balance bar must be included on the proof, designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions. The three-color gray balance portion of the bar should have the following values: Gray Balance; Black 75%, 50%, 25%; Cyan 75%, 50%, 25%; Magenta 63%, 40%, 16%; Yellow 63%, 40%, 16%. This color bar could take the form of a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate. A Digital Proofing Control Bar, provided by the manufacturer, obtained from SWOP, Inc. or created in-house, must be included on all proofs, in order for them to be considered acceptable SWOP proofs. This bar should contain all the elements as described above. Gray balance should appear neutral and similar to that of a SWOP press proof and the substrate should appear similar in hue and brightness to Textweb Proofing Paper. Digital color bars should meet all requirements for color bars contained herein. SWOP has made color bars meeting the above requirements available as a free download in two different formats: <http://www.swop.org/downloads.html>. SWOP Prof Charges: Should an advertiser send a proof which does not meet acceptable SWOP standards, a \$100 production charge will be added to the invoice to cover the costs associated with generating a contract proof.

**FOR MORE INFORMATION ON DISPLAY DIGITAL SPECS:** Call Neal Campbell at 205/414-4712 or find digital specs @ our FTP site <ftp://specs.qwinc.com>

# value added options

*The Progressive Farmer* offers you more for your dollar with custom merchandising packages. Advertisers earn merchandising dollars based on the industry standard of one half of one percent of net advertising dollars. Here are just a few of the many options our merchandising program offers you.

▶ CUSTOMIZED EDITORIAL REPRINTS

Has *The Progressive Farmer* run articles that are of special interest to you and your customers? Let us create custom reprints for you. Just ask us to reproduce the article and we'll include your advertisements or logo.

▶ AD REPRINTS

Want a good sales tool or media insert? Just ask us for reprints of your ad. We'll make reprints just as it appeared in *The Progressive Farmer*.

▶ COUNTER CARDS

Do you want to extend the reach of your ad message? Just ask us for counter cards. We'll laminate your ad as it appears in *The Progressive Farmer*. Mount it on an easel board to use at dealers, trade shows, farm shows, or anywhere you want to increase visibility.

▶ LETTER FROM THE PUBLISHER

Want to show your dealers or salesforce you are supporting their efforts? Let us send a letter from our Publisher with a copy of *The Progressive Farmer* featuring your advertisement to the people of your choice.

▶ TAILORED MERCHANDISING

Let your Progressive Rep and our marketing team build a progressive strategy specifically for your business objectives. Custom publishing, database/direct mail, internet, special promotions and other customized strategies are all options available to *The Progressive Farmer* advertisers.

## about dtn

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SMARTER DECISIONS

DTN, a private company based in Omaha, Neb., is the leading business-to-business provider of real-time market, news and weather information services to agriculture, energy trading markets and other weather-sensitive industries. The company delivers on-demand market information, commodity cash prices, industry news and in-depth analysis, and location-specific weather to over 120,000 subscribers through DTN for agriculture, refined fuels and trading markets, and DTN/Meteorlogix. More information can be found at [www.dtn.com](http://www.dtn.com).

## terms and conditions

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The following are certain general terms and conditions governing advertising published in The Progressive Farmer Magazine (the "Magazine") published by The Progressive Farmer, Inc. (the "Publisher"). 1. Rates are based on average total circulation, effective with the issue dated January 2008.9 Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates. 2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid. 3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. 4. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates. 5. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. 6. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created. 7. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance. 8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising. 9. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher. 10. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts. 11. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. If payment is not received by the due date, late fees and/or collection charges may be assessed. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine. 12. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned. 13. Special advertising production premiums do not earn any discounts or agency commissions.

## advertising offices

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### **birmingham**

HEADQUARTERS  
Lakeshore Park Plaza  
2204 Lakeshore Drive, Ste 415  
Birmingham, AL 35209  
Phone: 205/414-4700  
Fax: 205/414-4705

Jack Odle  
PUBLISHER  
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jack.odle@progressivefarmer.com

Ann Dillard  
ADV. PRODUCTION  
205/414-4739  
alexandra.wlodkoski@dtm.com

Leah Kilgore  
205/414-4709  
leah.kilgore@progressivefarmer.com

Alexandra Wlodkoski  
205/414-4715  
alexandra.wlodkoski@dtm.com

### **chicago**

1 N. Franklin St., Ste 640  
Chicago, Illinois 60606  
Fax: 312/252-1466

Steve Mellencamp  
312/252-1493  
steven.mellencamp@dtm.com

Sheri Seger  
312/252-1491  
sheri.seger@progressivefarmer.com

Keith Whelan  
312/252-1492  
keith.whelan@progressivefarmer.com

### **minneapolis**

11400 Rupp Drive  
Burnville, MN 55337  
Phone: 952/882-4552  
Fax: 952/882-4500

Matt Herman  
952/882-4552  
matt.herman@dtm.com

### **detroit**

100 West Long Lake Road  
Suite 120  
Bloomfield Hills, Michigan 48304  
Phone: 248/203-2026  
Fax: 248/203-2082

Jack Keller  
NATIONAL AD DIRECTOR  
517/548-6884  
jack.keller@progressivefarmer.com

Roni Sorgi  
248/203-2026  
roni.sorgi@progressivefarmer.com

Susan Hunyor  
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