

## 2010 National Rates

Circulation: 74,000

25

Effective January 2010

	B&W	2-Color	4-Color
Full Page	\$10,215	\$11,025	\$12,310
2/3 Page	\$7,790	\$8,600	\$9,885
1/2 Page	\$6,420	\$7,230	\$8,515
1/3 Page	\$4,355	\$5,165	\$6,450
1/4 Page	\$3,445	\$4,255	\$5,540
1/6 Page	\$2,305	\$3,115	\$4,400
Back Cover	<b>\$13,840</b>		
Second Cover	<b>\$13,335</b>		

## Special Issue Advertising Rates

### Custom Forage Harvesting April 2010

Circulation: 23,000 demographically identified readers who do custom hay or silage harvesting.

	B&W	2-Color	4-Color
Full Page	\$5,290	\$5,895	\$7,280
2/3 Page	\$3,905	\$4,515	\$5,905
1/2 Page	\$3,325	\$3,930	\$5,320
1/3 Page	\$2,055	\$2,665	\$4,045
1/4 Page	\$1,585	\$2,195	\$3,580
1/6 Page	\$1,165	\$1,780	\$3,175
1/8 Page	\$1,020	\$1,630	\$3,010
1/12 Page	\$730	\$1,340	\$2,725
Back Cover	<b>\$8,080</b>		
Second Cover	<b>\$7,810</b>		

### Dairy-Forage Nutrition September 2010

Circulation: 21,000 cow dairy operations.

	B&W	2-Color	4-Color
Full Page	\$4,495	\$5,100	\$6,225
2/3 Page	\$3,345	\$3,950	\$5,080
1/2 Page	\$2,820	\$3,425	\$4,550
1/3 Page	\$1,730	\$2,340	\$3,460
1/4 Page	\$1,360	\$1,965	\$3,090
1/6 Page	\$1,005	\$1,615	\$2,710
1/8 Page	\$765	\$1,380	\$2,500
1/12 Page	\$550	\$1,165	\$2,290
Back Cover	<b>\$6,900</b>		
Second Cover	<b>\$6,670</b>		

## Closing Dates

Issue	Closing Date	Materials Due
January	12.01.09	12.08.09
February*	01.04.09	01.11.10
March	02.01.10	02.08.10
April**	03.01.10	03.08.10
May	04.01.10	04.08.10
August	07.22.10	07.29.10
September***	08.23.10	08.30.10
November	10.01.10	10.08.10

\*Readership Study issue

\*\*Custom Harvesting issue

\*\*\*Dairy Forage Nutrition issue

## Color

	Single Page
4-color process	\$2,095
One additional color	\$810
Matched color or 5th color	\$1,330

## Frequency Discounts

You can combine all insertions in Penton Media publications to determine your frequency discount. Ask your sales representative for details. Discounts cannot be combined. Use the highest discount applicable.

Insertions	Savings
3-4	4%
5-8	6%
9-12	8%
13-16	10%
17-19	12%
20-24	18%
25+	20%

Applies to space and color charges for all advertising placed during any 12-month period. Advertiser must specify in writing the period covered if other than a calendar year. Advertisers should specify on contracts the highest discount level they expect to reach. Adjustments will be made only once at the end of the year.

## Circulation

Effective January 2010

Established in 1986.

Qualified recipients are: Owners, managers, and technical or supervisory personnel of large-scale hay, alfalfa and forage operations and custom harvesters who harvest 100 or more acres of alfalfa, hay or silage.

Rate base of 74,000 total circulation.

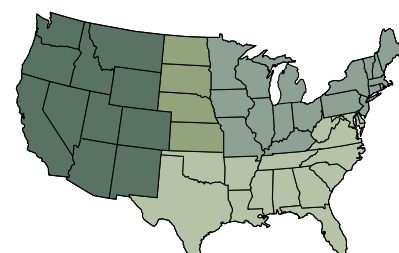
Custom Forage Harvesting Rate Base: 23,000

Dairy-Forage Nutrition Rate Base: 21,000

Circulation listed as a Rate Base only, not a guarantee. For actual delivered circulation, refer to HAY & FORAGE GROWER's Publisher's Sworn Statement.

## Customized Circulation

HAY & FORAGE GROWER circulation is available to advertisers by state or by country. For county selections, add \$1,150 per insertion. This charge is commissionable but not discountable. For current county or state counts, call your sales representative.



CIRCULATION	B&W	2-Color	4-Color
Up to 19,999	\$3,090	\$3,980	\$5,070
20,000 - 29,999	\$3,435	\$4,215	\$5,470
30,000 - 39,999	\$4,655	\$5,470	\$6,790
40,000 - 49,999	\$5,880	\$6,725	\$8,110
50,000 - 59,999	\$7,040	\$7,965	\$9,430
60,000 - 69,999	\$8,365	\$9,240	\$10,750
70,000 - Full Run	\$10,215	\$11,025	\$12,310

REGION	CIRCULATION
Western	14,778
Plains	17,437
Central/Northeast	26,247
Southern	15,530

## Copy Changes

Advertisers may make copy substitutions on split or full run ads.

	Single Page	Spread
Black plate change	\$940	\$1,325
2-color plate change	\$1,215	\$1,765
3 and 4-color plate change	\$1,545	\$2,205

A \$1,150 charge will be incurred for splits along a county line. All charges are per press stop and are commissionable but not discountable.

## Color

	Single Page
4-color process	\$2,095
One additional color	\$810
Matched color or 5th color	\$1,330

## Classified Ads

\$2.50 per word per issue. 10-word minimum. 10% discount when ad runs consecutively and check accompanies order. See Buyer's Mart rate sheet.

## Split Runs

Customized County Selections are available. Phone your regional sales manager for current counts. Add \$1,150 commissionable per ad or insert. Split-run ads are eligible for frequency discounts.

## List Rental

PrimeAG Marketing Information Solutions is a focused extension of Penton Media, Inc.'s expertise in the agriculture, direct marketing, and data management fields.

### PrimeAG BASE

primeagbase.com

Justin Lyman, 866-748-4926

justin.lyman@penton.com

Contact Walter Karl for all list rental quotes including geographic or demographic buys. In most cases, counts and costs are available the same day.

### Walter Karl

walterkarl.com

### Postal and Telemarketing Lists

Marie Briganti, 845-732-7054

Rosalie Garcia, 845-732-7027

## 2010 Buyer's Mart Advertising Rates

Effective January 2010

B&W Only	Size	Rate
<b>1/3 Page (Max.)</b>	2-1/8" x 10" or 4-1/2" x 5"	\$2,290
<b>1/4 Page</b>	3-3/8" x 5" or 4-1/2" x 3-3/4"	\$1,805
<b>1/6 Page</b>	2-1/8" x 5" or 4-1/2" x 2-1/2"	\$1,225
<b>1/8 Page</b>	2-1/8" x 3-3/4"	\$945
<b>1/12 Page</b>	2-1/8" x 2-1/2"	\$620
<b>Column Inch (min.)</b>	2-1/8" x 1"	\$265

Add a second color for an additional \$265

Add four-color for \$1,400

## Instant Action Cards

Works like a card deck but with the readership of a magazine.

No charge for production on first card.

Unit	B&W	B&W +1 color
<b>5" x 3 1/2" single</b>	\$2,515	\$2,780
<b>5" x 7" double</b>	\$2,820	\$3,085
<b>5" x 10 1/2" page</b>	\$8,920	\$9,185

## Closing Dates

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## Multiple Insertions Discounts

Ads per year	Discount
<b>3 insertions</b>	10%
<b>4 insertions</b>	15%
<b>5 insertions</b>	20%

12-month year to be determined by advertiser in writing. Discounts applied as earned.

## Classified Ads

\$2.50 per word per issue. 10-word minimum. 10% discount when ad runs consecutively and check accompanies order.

## Mechanical Requirements

Digital material accepted in InDesign or Quark for Mac and PDF on cd or e-mail. A proof or copy of the file must accompany the disk, along with a detail sheet. Provide all fonts used in the file. If required, minimum art and/or typesetting charge - \$75

## Circulation

Established in 1986.

Qualified recipients are Owners, managers, and technical or supervisory personnel of large-scale hay, alfalfa and forage operations and custom harvesters who harvest 100 or more acres of alfalfa, hay or silage.

**Total circulation:** 74,000

## Commission

15% will be allowed only when camera-ready materials are supplied by the advertiser. Terms: Net 30 days from date of invoice. No cash discount.

**Send advertising materials to:**

**HAY & FORAGE GROWER**

7900 International Drive, Suite 300

Minneapolis, MN 55425

Phone: 800-722-5334 Fax: 952-851-4601

**25A**  
american  
business  
media  
The Association of Business Information Companies

Book trim size: 7-3/4" x 10-3/4"



## Double-page Spread

Live Area	14-1/2" x 9-3/4"
Bleed	15-3/4" x 11"

## Full Page

Live Area	6-3/4" x 9-3/4"
Bleed	8" x 11"

2/3 Page 4-1/2" x 10"

## 1/2 Page

Island	4-1/2" x 7-1/2"
Vertical	3-3/8" x 10"
Horizontal	7" x 5"

## 1/3 Page

Vertical	2-1/8" x 10"
Horizontal	4-1/2" x 5"

## 1/4 Page

Vertical	3-3/8" x 5"
Horizontal	4-1/2" x 3-3/4"

## 1/6 Page

Vertical	2-1/8" x 5"
Horizontal	4-1/2" x 2-1/2"

Column Inch 2-1/8" x 1"

## Inserts

- Inserts accepted. Pre-printed or arrangements made with Publisher to do printing, cancelable only on 60 days notice prior to closing date.
- Advertiser may produce multiple page inserts in varying sizes. Paper stock: Minimum 40 lb., maximum 60 lb. Over 60 lb. will incur a postal surcharge. Call your production manager for more information.
- Multiple-page inserts, gate folds and inserts less than full-page size and/or circulation are accepted. Rates and specifications upon request.
- Mechanical specifications, quantities, rates and delivery date must be obtained from the Publisher.
- Advertiser is required to submit sample of insert (mock-up) for Publisher's approval.

## Special Positions

Orders stipulating preferred position not accepted for less than full-page, except on an "or omit" basis and subject to publisher's approval. Advertisers who negotiate back cover positions and pay for them, have options on back-cover positions in corresponding issues the following year. However, advertisers must exercise that option by notifying HAY & FORAGE GROWER in writing 60 days prior to closing date. Specified position pages cannot be cancelled after 60 days prior to publication date.

## Bleed

- No charge for bleed.
- Minimum size for bleed is 1/2 page.

## GENERAL RATE POLICY/TERMS OF SALE

- Orders beyond 3 months at rates then prevailing. Blanket orders and till forbid orders do not hold rate.
- Editorial style copy will carry label "Advertisement" at the sole discretion of the Publisher.
- No fraudulent or misleading advertising accepted. All copy subject to Publisher's approval.
- Publisher reserves the right to refuse ads that will cause excessive production costs.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher.

## Special Services

- Addressing and mailing services available.
- Reader reply service available. Commercial display advertising only. Column-inch minimum.
- When Publisher must provide artwork or extra copy work including registering color blocks, outlining, etc., advertiser will be billed at cost.
- To obtain proofs when necessary, copy must be received at least seven days before closing date. Not applicable for some magazines.
- Old materials will be destroyed one year after insertion unless shipping instructions are given to the Publisher.

## MECHANICAL REQUIREMENTS

### General Specifications

Trim Size: 7 3/4" x 10 3/4".

Printing Method: Web offset.

Binding: Saddle stitch, jog to head, 1/8" head trim.

Paper: Cover 50 lb. #5 coated groundwood, text printed on 38" SCA+.

Ink: SWOP standard and four-color process.

Line Screen: 133 lines per inch.

### Digital Ad Specifications

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentondigitalads.com](http://www.pentondigitalads.com).

*Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.).*

Preferred Applications: Ad layouts should be created using either QuarkXpress™ or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

PROOFS: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). *Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*

PHOTO ELEMENTS: 300 dpi, actual size; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

COLOR TONE VALUES: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

COLOR MODE: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

FONTS: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline; however outline text cannot be altered.

LETTERING: Black text should be created as 100% black to avoid registration problems; 4c black will not be accepted. Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

MEDIA: CD

Digital Ad Upload: [www.pentondigitalads.com](http://www.pentondigitalads.com)

Please contact the publication Production Coordinator for specific concerns and to alert that files have been submitted.

For complete preparation guidelines and file delivery information, please visit [www.pentondigitalads.com](http://www.pentondigitalads.com) or contact the publication Production Manager.

## RATE POLICY AND CONTRACT PROVISIONS

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media, Inc. ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when such conditions conflict, with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**Agency Commission:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**Sequential Liability:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**Cancellation Policy:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**Error Liability Limit:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

**Short Rate Protection:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

**Rate Card in Effect:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

**Terms of Sale:** Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**Line of Credit:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

**Past Due Accounts:** Orders may be held at the Publisher's sole discretion.

**Collection Related Issues:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

**Jurisdiction:** Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**Notification to Publisher:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within 10 working days.