

Our mission

Hay & Forage Grower provides the newest production and marketing information for big-acreage growers of alfalfa and other forage crops.

EDITORIAL

OTHER OPPORTUNITIES

DEMOGRAPHICS

GENERAL SPECIFICATIONS



This media kit outlines the many ways you can strengthen your relationships with your customers throughout 2007 and beyond.

Hay & Forage Grower offers a variety of ways to keep in touch with high-acreage hay producers. From category specific electronic newsletters such as eHay Weekly to print advertising to events such as the Hay Business Conference & Expo, our goal is simple: *to reach the farmers who are looking for your products.*

LETTER FROM OUR EDITOR

Most farm magazines treat forages



like an ugly stepchild, providing token coverage at best. When they do write about forages, the topics usually aren't brand new. If a hay or silage producer sees a topic of interest in another magazine, the odds are high that he or she has already read about it in **Hay & Forage Grower**.

At **Hay & Forage Grower**, we work on forages full time. We're constantly looking for new developments in hay, silage and pasture production, then we carefully research each topic before writing about it. Our stories are aimed at innovative, big acreage growers who are looking for new ideas to make their operations more profitable. We want them to get many of those ideas from us. If it's new and it's about forages, it should be covered in this magazine first. That's our goal and we have many dedicated readers as evidence that we usually succeed.

NEIL TIETZ
Editor



FAE HOLIN
Managing Editor



KATE ROYER
Associate Editor

“ Our stories are aimed at innovative, big acreage growers who are looking for new ideas to make their operations more profitable. ”
- **NEIL TIETZ**



AWARDS

**2005 AMERICAN
AGRICULTURAL EDITOR'S
ASSOCIATION**

**ON FARM
PUBLICATION ARTICLE
GOLD**

**"SOLO STAR" Neil Tietz
January 2005**

2007 Editorial Calendar



IN EVERY ISSUE



PRODUCT REVIEW: A page of equipment, pesticides and other new products offered by companies serving the forage industry.

CALENDAR: A listing of upcoming meetings and conferences about livestock and forages, including dates, locations and contact people.

HAY MARKET UPDATE: The latest prices being paid for various classes of hay, as reported by commercial growers and hay auction managers throughout the U.S.

JAN

closes
11/22/06

Our annual fencing product guide will be accompanied by a story on grazing management. Opportunities in the production and marketing of lesser-known types of hay will also be among the topics covered.

FEB

closes

A roundup of new forage equipment for 2007 will head up this issue, which will also have stories on hay and silage equipment innovations.

MAR

closes 1/22/07

The year's hay supply and price outlook and alfalfa establishment tips are on the story menu.

APR

closes 2/19/07

Our annual **Custom Harvesting Special Issue** will be full of information for custom forage harvesters. Stories on successful harvesters and how they operate will be the focus.

MAY

closes 3/22/07

NEW ISSUE!

This new issue will focus on early season management strategies, including stand evaluation and insect control. The growing-season precipitation outlook for various regions of the country also will be presented.

AUG

closes 7/12/07

As the forage harvesting season winds down in most of the country, we'll report on how the supply of high-quality hay is stacking up, while also looking ahead to the corn silage harvest.

SEP

closes 8/13/07

Our **Dairy-Forage Nutrition Issue** will be mailed only to dairy producers on our circulation list. The stories will focus on ways to make the best use of hay, silage and pasture forages in dairy rations.

NOV

closes 9/20/07

Hay marketing and a listing of new alfalfa varieties will highlight this issue. We'll also have a story on the 2007 World's Forage Analysis Superbowl winner.

The **Hay & Forage Grower** calendar provides a sampling of topics planned for each issue. Several others will be covered, too. For reasons of timing and information availability, some listed topics may be moved from one issue to another or may not run at all.

Events

Hay Business Conference & Expo

Presented By
Hay & Forage Grower Magazine

MIDWEST
March 13-14, 2007
KCI Expo Center
Kansas City, MO

WESTERN
Fall 2007



Your opportunity to reach the nation's top cash hay producers as they gather to sharpen their knowledge of production, marketing, distribution and storage of quality hay.

Sponsorship opportunities and trade show exhibit space available.

Contact your **Hay & Forage Grower** sales representative.

Online Opportunities

HAYANDFORAGE.COM



TOP BANNER IMPRESSIONS

468 x 60 banner
15k maximum file size
Banner rotates throughout site

MAGAZINE SPONSORSHIP

180 x 150 banner
15k maximum file size

COLUMN BUTTON SPONSORSHIP

125 x 125 banner
15k maximum file size

MINI TOWER SPONSORSHIP

120 x 240 vertical banner
15k maximum file size
Rotates throughout site

TOWER SPONSORSHIP

120 x 600 vertical banner
25k maximum file size

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblast, Pointroll
Frames and Looping: Maximum frames - 4 Looping - 3

Materials Due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads.
Include referring URL and alt text with instructions.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.

CHECK OUT OUR TOOL KIT FOR MORE INFORMATION!

WEBCASTS

PODCASTS

ASK THE EXPERTS AND BLOGS

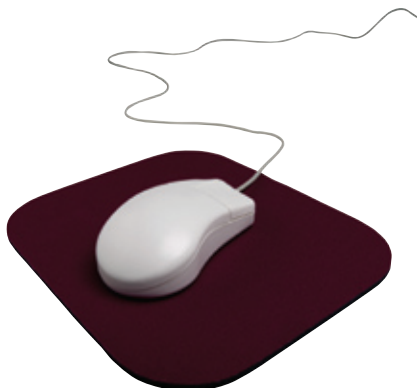
MICROSITES

E-POSTCARDS

CUSTOM E-NEWSLETTERS

TARGETED CONTENT SPONSORSHIPS

CUSTOM VIDEO PUBLISHING



Reach our qualified, targeted audiences by placing your advertising message within a timely, informative, contextual environment, carrying the latest industry news, trends and information. Our must-read, authoritative e-newsletters drive unrivaled audience interaction, which helps you increase your branding and raise response.

E-NEWSLETTERS



E-HAY WEEKLY *e-Hay Weekly* is a weekly compilation of prices and marketing information for commercial hay growers. Updates include local market conditions, state and regional hay association news, hay prices from around the nation, and links to USDA weekly hay reports.



HAY GROWER'S NOTEBOOK *Hay Grower's Notebook* is a collection of direct interviews with helpful hints, insights and information from the unique point-of-view of a commercial hay grower.

INFORMATION SITES



FORAGEINFO.COM This website offers more than 1,500 links to North America's latest and most pertinent fact sheets and university research reports for forage production and management.

Other Opportunities

REPRINTS

Order a few hundred to a few thousand reprints of pages in **Hay & Forage Grower**. Call FosteReprints: 866.436.8366 or go to www.marketingreprints.com

LIST RENTAL

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 www.walterkarl.com
POSTAL AND TELEMARKETING LISTS

Marie Briganti 845.732.7054 or
Rosalie Garcia 845.732.7027

EMAIL LISTS

Kathleen Gaynor at 646.336.4153

PRIMEAGBASE

A comprehensive, customizable database featuring the biggest operators in agriculture. Use as a proprietary database or merge with your own. 1,950,000 large grower/producer names. Append info, correct addresses, tailor-make demographic or geographic lists, target prospects.

See your advertising representative or call AnnMarie Wills, 913.967.1602

CUSTOM RESEARCH

The Research team at Penton Media, Inc. provides market-related data and custom research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign or for any other strategic purpose when you need to make informed research-based decisions. Our researchers are custom research experts, knowledgeable in specific industry sectors. Ask your Sales Representative about the latest research information available for your market or for details about custom research opportunities.

Our Readers



	ALFALFA ACRES			OTHER HAY		
	ANY	100+	250+	ANY	100+	250+
Alaska	16	13	7	27	23	11
Alabama	103	138	35	604	591	219
Arizona	449	434	307	320	269	169
California	2,878	2,754	1,751	2,363	2,124	1,303
Colorado	2,172	1,966	1,004	1,879	1,540	806
Connecticut	42	25	11	50	46	21
DC	2	2	1	3	3	2
Delaware	23	15	5	25	17	3
Florida	114	98	58	403	386	192
Georgia	139	100	55	645	612	209
Hawaii	9	9	5	12	12	7
Iowa	3,738	3,180	849	2,817	1,825	588
Idaho	1,872	1,761	990	1,156	869	424
Illinois	1,873	1,569	381	1,440	938	296
Indiana	1,022	821	266	879	620	203
Kansas	4,130	3,222	1,330	4,239	3,674	1,694
Kentucky	921	420	134	1,268	1,176	444
Louisiana	65	48	25	390	383	124
Massachusetts	42	21	8	424	410	144
Maryland	194	124	46	220	177	61
Maine	63	29	13	108	104	52
Michigan	2,275	2,115	915	1,650	1,082	398
Minnesota	3,983	3,603	1,153	2,942	1,703	658
Missouri	2,576	1,304	344	4,212	4,007	1,756
Montana	3,307	3,078	1,834	2,875	2,511	1,477
Nebraska	5,578	4,919	1,870	4,615	3,510	1,776
Nevada	501	485	321	391	333	214
New Hampshire	24	17	6	30	26	9
New Jersey	53	38	19	55	47	20
New Mexico	449	412	225	397	332	181
New York	1,617	1,329	606	1,569	1,235	520
North Carolina	252	148	65	702	669	238
North Dakota	3,682	3,320	1,610	3,331	3,028	1,706
Ohio	1,551	1,256	426	1,315	937	332
Oklahoma	1,521	1,141	512	2,715	2,544	1,079
Oregon	1,101	989	496	974	815	445
Pennsylvania	1,208	885	220	1,207	791	258
Rhode Island	5	3	1	5	5	2
South Carolina	63	35	12	288	281	111
South Dakota	5,524	5,127	2,578	4,809	4,037	2,193
Tennessee	331	159	72	1,013	983	356
Texas	1,219	1,048	541	3,662	3,541	1,635
Utah	1,055	1,001	534	720	523	231
Virginia	630	305	126	973	927	329
Vermont	110	86	38	127	123	48
Washington	1,010	948	516	762	605	284
Wisconsin	6,098	5,785	1,848	3,855	1,981	719
West Virginia	134	56	15	194	182	56
Wyoming	1,229	1,141	617	1,085	925	591
Other	10	7	4	22	21	13
TOTAL	67,191	57,587	24,882	66,586	54,299	24,914

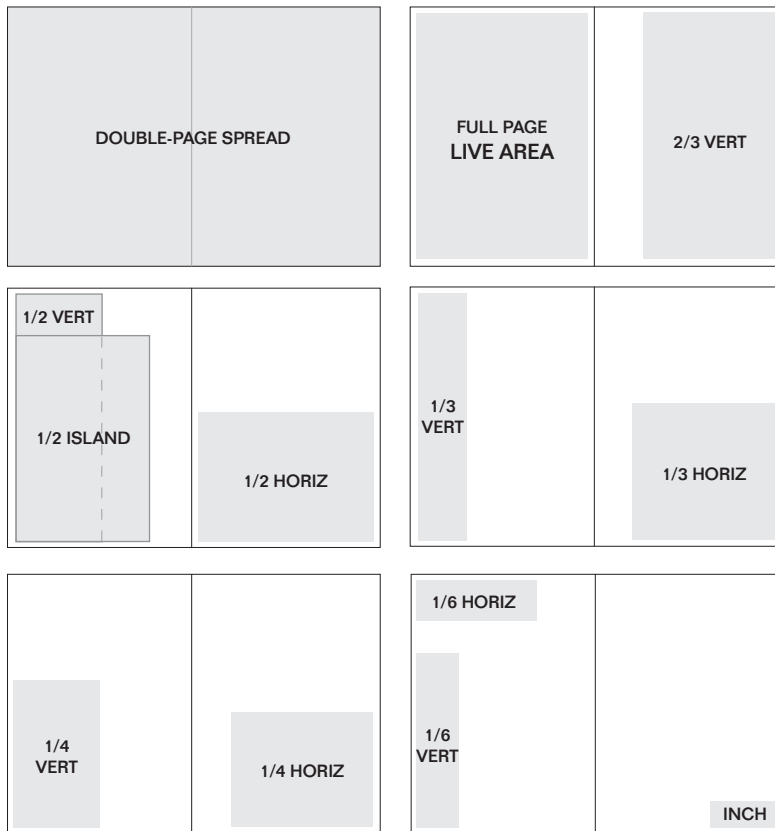
SUBSCRIBERS BY STATE AS OF **AUGUST 2006**

SILAGE ACRES			BEEF INVENTORY			DAIRY COWS			IRRIGATED ACRES		
ANY	50+	100+	ANY	50+	100+	ANY	50+	200+	ANY	50+	200+
12	10	9	10	6	6	5	4	2	12	10	7
111	92	63	338	319	273	19	10	7	57	44	21
210	204	185	137	116	99	46	32	26	297	294	268
1,239	1,181	1,072	821	664	552	355	309	259	1,668	1,631	1,405
1,016	892	740	1,291	1,115	906	141	82	61	1,441	1,423	1,212
43	37	34	16	10	8	27	23	12	10	7	5
2	2	2	2	2	2	1	1	0	2	2	2
19	15	13	10	6	3	6	6	3	14	13	7
131	114	98	202	188	168	36	26	23	114	99	64
194	166	125	354	334	279	54	46	32	140	128	80
8	8	7	6	3	2	4	3	1	8	8	7
2,410	1,938	1,545	1,987	1,765	1,351	523	441	147	118	99	56
696	604	502	912	822	721	159	119	62	928	915	791
1,246	1,027	809	859	690	501	354	313	90	117	95	62
674	573	485	443	330	224	235	210	85	134	103	71
2,366	2,107	1,695	2,497	2,264	1,807	238	161	55	1,007	958	730
511	359	257	754	691	533	122	92	32	116	68	20
60	51	38	210	200	174	32	16	6	57	42	26
48	37	30	24	10	8	30	25	10	8	6	3
142	126	116	82	57	38	70	65	32	26	23	9
77	64	53	50	22	16	60	52	18	6	5	3
1,749	1,612	1,400	735	462	275	820	591	275	267	237	122
2,885	2,478	1,975	1,600	1,193	753	1,223	1,088	307	325	288	174
1,378	1,053	793	2,518	2,297	1,758	317	214	57	216	182	89
717	651	549	2,244	2,144	2,005	204	89	37	1,502	1,474	1,152
2,920	2,428	1,810	3,127	2,879	2,417	274	172	58	2,358	2,314	1,756
131	117	91	286	245	229	40	21	17	357	356	324
22	16	16	11	2	0	18	18	12	1	1	1
40	34	28	18	9	6	19	17	10	16	13	5
228	210	192	239	195	151	37	25	23	286	278	242
1,425	1,340	1,192	435	209	139	942	889	439	76	59	38
273	212	171	419	371	288	68	56	38	137	107	43
1,794	1,650	1,301	2,328	2,196	1,852	225	129	28	294	255	154
1,110	987	828	605	428	283	521	485	188	72	56	31
563	505	433	1,541	1,423	1,143	99	52	29	377	343	208
274	237	182	673	580	495	55	31	17	711	697	585
1,105	1,007	859	352	192	115	654	617	236	71	51	18
4	4	4	3	2	2	3	3	2	0	0	0
91	81	61	176	158	124	31	24	14	45	38	20
3,019	2,773	2,223	3,163	3,163	2,787	380	248	90	565	531	318
278	203	153	591	546	411	103	85	30	61	42	23
1,046	988	870	1,868	1,690	1,410	176	97	63	782	716	500
550	458	336	569	507	424	125	102	63	650	645	556
471	377	302	559	516	412	108	89	39	104	85	35
108	101	91	36	20	16	89	82	47	640	613	476
349	306	261	518	411	333	117	88	67	353	295	176
5,264	4,807	4,050	1,552	837	492	2,883	2,673	706	353	295	176
103	67	47	105	94	68	22	13	5	12	4	2
394	340	279	863	823	762	50	13	6	755	748	649
7	6	6	10	8	8	3	3	3	9	8	7
39,718	34,829	28,505	39,023	33,879	27,381	12,189	10,237	3,882	17,462	16,538	12,617

Production Specifications

AD SIZES

BOOK TRIM SIZE 7⁷/₈" X 10³/₄"



DOUBLE-PAGE SPREAD

LIVE AREA 15" x 10"
BLEED 16" x 11"

FULL PAGE

LIVE AREA 7" x 10"
BLEED 8 1/8" 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"

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 it, have option on back cover position in corresponding issue the following year. However, the advertiser 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

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

INSERTS

- a. Inserts accepted. Pre-printed or arrangements made with Publisher to do printing, cancelable only on 60 days notice prior to closing date.
- b. Advertisers may produce multiple-page inserts in varying sizes. Paper stock: Minimum 40 lb., maximum 60 lb. Over 60 lb. will incur an extra charge of \$12/M.
- c. Multiple page inserts, gate folds and inserts less than full page size and/or circulation are accepted. Rates and specifications upon request.
- d. Mechanical specifications, quantities, rates and delivery date must be obtained from the Publisher.
- e. Advertiser is required to submit sample of insert (mock-up) for Publisher's approval.

GENERAL RATE POLICY/TERMS OF SALE

- a. Orders beyond 3 months at rates then prevailing. Blanket orders and till forbid orders do not hold rate.
- b. Editorial style copy will carry label "Advertisement" at the sole discretion of the Publisher.
- c. No fraudulent or misleading advertising accepted. All copy subject to Publisher's approval.
- d. Publisher reserves the right to refuse ads that will cause excessive production costs.
- e. 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

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

MECHANICAL REQUIREMENTS

a. GENERAL SPECIFICATIONS:

Trim Size: 7⁷/₈" x 10³/₄"
 Printing Method: Web offset.
 Binding: Saddle stitch, jog to head, 1/8" head trim
 Paper: *BEEF, National Hog Farmer, Hay & Forage Grower and Apply:* Cover printed on 50-lb. coated groundwood; text printed on 38.5 SCA+
The Corn And Soybean Digest: 60-lb. gloss text, 38.5 SCA+
Farm Industry News: 60-lb. gloss text, 38.5 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.pentonads.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.

FTP Upload: ftpsrvr2.penton.com

Please contact the publication Production Coordinator for user names, passwords and to alert that files have been submitted.

For complete preparation guidelines and file delivery information, please visit www.pentonads.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 ten working days.

Hay&Forage
Grower

7900 International Drive, Suite 300, Minneapolis, MN 55425
800.722.5334

HAYANDFORAGE.COM



Penton Media products also include:

National Hog Farmer • The Corn And Soybean Digest • BEEF • Farm Industry News • Apply • Farm Press