

MID-SOUTH FARM & GIN SHOW 2011

**ORDER
EARLY AND
SAVE**

**OFFICIAL SHOW PROGRAM
GROSS AD RATES AND ORDER FORM**

DISTRIBUTION 45,000

Rates if ordered by Nov. 15, 2010

Ad Sizes	B/W	2/C (Std)	4/C
Full Page	4,715	5,945	6,975
Full Spread	9,410	11,885	13,940
2/3 Page	3,330	4,560	5,595
1/2 Page Island	2,940	4,180	5,210
1/2 Page	2,650	3,880	4,925
1/3 Page	1,970	2,955	3,990
1/4 Page	1,340	2,010	2,680
1/6 Page	940	1,410	1,880
Business Card	685	1,030	1,370
New Exhibitor List Ad			395
2-pg pre-printed insert		7,055	
4-pg pre-printed insert		11,775	

Rates if ordered after Nov. 15, 2010

Ad Sizes	B/W	2/C (Std)	4/C
Full Page	5,410	6,835	8,020
Full Spread	10,825	13,670	16,050
2/3 Page	3,840	5,255	6,450
1/2 Page Island	3,385	4,810	5,990
1/2 Page	3,050	4,475	5,655
1/3 Page	2,265	3,235	4,310
1/4 Page	1,535	2,190	2,920
1/6 Page	1,070	1,530	2,040
Business Card	755	1,080	1,440
New Exhibitor List Ad			450
2-pg pre-printed insert		8,120	
4-pg pre-printed insert		13,530	

Deadlines

Space: Dec. 14, 2010

Material: Jan. 10, 2011

Fax Form to: 662-627-1977

or mail to: **PO Box 1420 Clarksdale MS, 38614**

Email: sbright@farmpress.com

Contract:

Contact: _____

Title: _____

Company: _____

Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

Ad Dimensions	Width	Depth
Full Page	7"	10"
Full Page Bleed	8"	11"
2/3 Page	4 1/2"	10"
1/2 Island	4 1/2"	7 1/2"
1/2 Horizontal	7"	5"
1/2 Vertical	3 3/8"	10"
1/3 Vertical	2 1/8"	10"
1/3 Square	4 1/2"	5"
1/4 Standard	3 3/8"	5"
1/6 Vertical	2 1/8"	5"
Business Card	4 1/2"	2"
New Exhibitor List Ad	2 1/8"	1"



Ad Size: _____ Shape: _____
Color: _____ Rate: _____



Contact your sales representative for details or call 800-253-3160