

MARKETPLACE CIRCULATION AND RATES



21,300

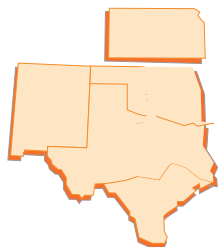


Arizona
California

www.westernfarmpress.com



32,100

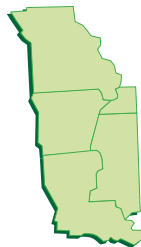


Kansas
New Mexico
Oklahoma
Texas

www.southwestfarmpress.com



27,010



Arkansas
Louisiana
Mississippi
Missouri
West Tennessee

www.deltafarmpress.com



45,000



Alabama
Deleware
East Tennessee
Florida
Georgia
Kentucky
Maryland
North Carolina
South Carolina
Virginia
West Virginia

www.southeastfarmpress.com

MARKETPLACE GROSS RATES

| Size | Width | Depth | B/W | Spot Color | 4/color |
|-----------------------|--------|-------|---------|------------|---------|
| Tabloid Page (65" Ad) | 5 Col | 13" | \$7,475 | N/A | N/A |
| 1/2 Page (30") | 3 Col | 10" | \$3,450 | N/A | N/A |
| 1/3 Page (24") | 3 Col | 8" | \$2,760 | \$3,240 | \$3,720 |
| 1/4 Page (16") | 4 Col | 4" | \$1,840 | \$2,160 | \$2,480 |
| 1/6 Page (12") | 2 Col | 6" | \$1,380 | \$1,620 | \$1,860 |
| 1/8 Page (8") | 2 Col | 4" | \$920 | \$1,080 | \$1,240 |
| Other Sizes | | | | | |
| 6" Ad | 2 Col | 3" | \$690 | \$810 | \$930 |
| 4" Ad | 2 Col | 2" | \$460 | \$540 | \$620 |
| 3" Ad | 1 Col | 3" | \$345 | \$405 | \$465 |
| 2" Ad | 1 Col | 2" | \$230 | \$270 | \$310 |
| Column Inch | 1 3/4" | | \$115 | \$135 | \$155 |

*Classified Word Ad 20 Word Minimum \$1.50 per word 4/Color Logo add \$30
 *available only in Southwest and Western Farm Press

Minimum size accepted in Delta Farm Press is a 2" Ad • Vegetable and Livestock rates available upon request

Column Widths

| | |
|-----------|--------|
| 1 Column | 1-3/4" |
| 2 Columns | 3-3/4" |
| 3 Columns | 5-3/4" |
| 4 Columns | 7-3/4" |
| 5 Columns | 9-3/4" |

Frequency Discounts

| | |
|-------------|-----|
| 3-6 Issues | 10% |
| 7-12 Issues | 15% |
| 13+ Issues | 20% |

2010 ONLINE RATES

| | |
|-----------------------------|-------|
| Listings: | \$100 |
| Limit - 5 lines per listing | |
| Each additional line | \$20 |
| Extra Enhancements: | |
| Shaded listing | \$25 |
| Link to website or email | \$25 |
| 1 picture or logo | \$20 |

DIGITAL AD SPECIFICATIONS Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines: PDF Format: Advertisers are encouraged to submit PDF files provided that they are prepared for press optimized printing in CMYK with fonts embedded. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.) Accurate reproduction cannot be guaranteed unless submitted materials conform to SNAP specifications. Preferred Applications: Adobe InDesign®; QuarkXpress™. If submitting application files, provide all supporting graphics and fonts. Photos: 300 dpi, actual size, CMYK color model, .tif or .eps format. For complete preparation guidelines and file delivery information, please contact: Sandy Perry, Production Manager, 800-253-3160, ext. 70150.