

# 2009 Delta Agricultural Digest Rate Card

## GROSS RATES

### SPACE

Full Page .....	7,305
Half Page .....	4,315
Two-Page Spread .....	14,610
Half-Page Spread .....	8,620
Two-Color (Extra Per Page) .....	1,070
Matched Color (Extra Per Page) .....	1,350
Four-Color (Extra Per Page) .....	2,250

## POSITION CHARGES

Inside front cover or back cover .....	10% of space & color extra
Inside back cover .....	5% of space & color extra

## FRONT COVER IMPRINT RATES

B/W .....	\$ 500
2/C (standard) .....	610
2/C (matched) .....	770
4/C .....	1000

## BULK ORDER RATES

1 copy .....	\$25.25
2-9 copies .....	24.15
10-49 copies .....	17.05
50-99 copies .....	13.15
100-499 copies .....	10.20
500+ copies .....	9.65

Rates include shipping and handling

## SPECIAL CLASSIFICATIONS

- Half page (horizontal only) is minimum size ad accepted.
- Advertising set in editorial style must carry the wording "Advertiser-Supplied Information" at the top of the ad in 12 point type.
- Cancellation of copy not possible unless notice is received by space closing date.

## AGENCY COMMISSIONS

- All rates are 15% commissionable to recognized agencies. No cash discount allowed.
- Invoices are rendered upon publication.

## PUBLISHER'S EDITORIAL STATEMENT

The *Delta Agricultural Digest* is an annual, agricultural reference for products and practices recommended in the production of major crops in the Mid-South area. It is a thorough, handy source of information used throughout the cropping season by producers, consultants, agribusiness personnel, Extension workers, and others.

## ISSUE DATE, STATES, CROPS

Date Issued .....	February, 2009
Space Closing .....	December 29, 2008
Material Deadline .....	January 16, 2009
Circulation .....	18,000
States Covered .....	Arkansas, Louisiana, Mississippi, Missouri, West Tennessee
Crops Covered .....	Cotton, Soybeans, Rice, Wheat, Grain Sorghum, Corn

## MECHANICAL REQUIREMENTS

- Binding: Perfect Bound  
Recommended Screen: 120  
Maximum Screen: 133
  - Publication Trim Size: 7" x 10"  
Full Page .....
- |                              |                   |
|------------------------------|-------------------|
| Full Page .....              | 6-3/4" x 9-3/4"   |
| Full Page Bleed .....        | 7-1/4" x 10-1/4"  |
| Two-Page Spread .....        | 13-1/2" x 9-3/4"  |
| Two-Page Bleed .....         | 14-1/2" x 10-1/4" |
| Half Page .....              | 6-3/4" x 4-7/8"   |
| Half Page Bleed .....        | 7-1/4" x 5-1/8"   |
| Half Page Spread .....       | 13-1/2" x 4-7/8"  |
| Half Page Spread Bleed ..... | 14-1/2" x 5-1/8"  |

- Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines. PDF files are preferred and must be prepared for press optimized printing in CMYK with fonts embedded. Adobe Indesign files, also accepted, must be accompanied with all supporting files, including fonts. Maximum tonal density for 4-color not to exceed 240%.

**For complete preparation guidelines and file delivery information, please contact: Sandy Perry, Production Manager, 800-253-3160, Ext. 70150; email: [sperry@farmpress.com](mailto:sperry@farmpress.com)**

Orders and printing material should be sent prepaid directly to Kathy Jordan, Farm Press Publications, 14920 U.S. Highway 61, Clarksdale, MS 38614. Phone 662-627-0165; email: [kjordan@farmpress.com](mailto:kjordan@farmpress.com)

### Farm Press

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