

THE SOUTH'S LARGEST INDOOR FARM SHOW

OFFICIAL PROGRAM

# Mid-South Farm & Gin Show 2009



February 27 – 28, 2009  
Memphis, Tennessee

CO-SPONSORED BY DELTA FARM PRESS

# FARM PRESS®



The Delta's #1 Farm Publication **Delta Farm Press**

Mid-South's #1 Farm Show **The Mid-South Farm & Gin Show**

**The Official Show Program will carry your message to a top-notch audience.**

**You can reach your key customer base by advertising in the following show issues:**

### **February 13, 2009**

The Official Program of the Mid-South Farm and Gin Show will be polybagged with **the entire circulation** of the Feb. 13 issue of Delta Farm Press for delivery to growers in Mississippi, Arkansas, Louisiana, West Tennessee, and Missouri. The program will also be polybagged to the **Alabama circulation** of the Feb. 11 issue of Southeast Farm Press.

The official program will contain news about the show, including exhibitor list, a floor plan of exhibitors, and other important information. Also included are Memphis downtown attractions and restaurants for attendees "away from show" enjoyment. **All this will be in the growers' hands two weeks before the show for maximum timeliness and impact.**

### **March 13, 2009**

Delta Farm Press Post-Show Issue, with a wrap-up of the event, **including our special section** of photos from the show.

#### **SPECIAL OFFER**

Advertise in the official program, plus the Post-Show Issue and receive added value advertorial space — at no extra charge. Minimum size advertisement: half page. Contact your Farm Press sales representative for more details.

# 2009 Mid-South Farm & Gin Show

February 27-28, 2009 — Memphis, Tennessee

## Official Show Program Advertising Rates

### Gross rates if ordered by Dec. 1, 2008

Ad Size	B/W	2/Color (Std)*	4/C
Full Page	4,275	5,390	6,330
Full Spread	8,535	10,780	12,645
2/3 Page	3,020	4,140	5,075
1/2 Page Island	2,665	3,790	4,725
1/2 Page	2,405	3,520	4,465
1/3 Page	1,785	2,900	3,835
1/4 Page	1,215	2,330	3,265
1/6 Page	850	1,970	2,900
Business Card	620	1,745	2,680
2-pg pre-printed insert	6,400		
4-pg pre-printed insert	10,680		

### Gross rates if ordered after Dec. 1, 2008

Ad Size	B/W	2/Color(Std)*	4/C
Full Page	4,905	6,200	7,275
Full Spread	9,820	12,400	14,555
2/3 Page	3,480	4,765	5,850
1/2 Page Island	3,070	4,363	5,435
1/2 Page	2,765	4,055	5,130
1/3 Page	2,050	3,335	4,425
1/4 Page	1,390	2,680	3,760
1/6 Page	970	2,270	3,340
Business Card	685	2,010	3,085
2-pg pre-printed insert	7,365		
4-pg pre-printed insert	12,270		

\* Add \$250 for matched color  
 Guaranteed Position Charges:  
 Inside front cover or back cover 10% of space and color extra  
 Inside back cover 5% of space and color extra

**45,000 Distribution**

### Program ad sizes

Space Size	Width	Depth
Full page	7"	10"
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"	4 7/8"
1/4 standard	3 3/8"	5"
1/6 vertical	2 1/8"	5"
Business card	4 1/2"	2"

### Specifications for bleed:

Single page bleed	7 7/8"	11"
Two facing pages, bleed plates	15 3/4"	11"
1/2 horizontal	7 7/8"	5 3/8"
Trim size	7 3/4"	10 3/4"

### NOTE:

Advertisers are strongly encouraged to submit advertising materials in digital format, prepared according to production guidelines. For complete preparation guidelines and file delivery information, or mechanical ad requirements, contact Sandy Perry, Production Manager, 800-253-3160, Ext. 70150 or sperry@farmpress.com

Please send insertion orders and advertising materials to:

### Farm Press

Kathy Jordan  
 14920 U.S. Highway 61  
 Clarksdale MS 38614  
 662-627-0165 (phone)  
 662-624-8669 (fax)  
 kjordan@farmpress.com

The Mid-South Farm and Gin Show Program will be published by Farm Press as a standard magazine size, slick stock publication. It will be polybagged with the Feb. 13, 2009 issue of Delta Farm Press and the Alabama circulation of the Feb. 11, 2009 issue of Southeast Farm Press, and will be distributed at the Memphis show.

**Space Closing Date: December 15, 2008**  
**Materials Closing Date: January 12, 2009**

# You'll want to be a part of the Official Program for the Mid-South's top farm show.

For more information on the 2009 Mid-South Farm & Gin Show Official Program, special Gin Show issues, and advertising rates, please contact one of the Farm Press representatives below or telephone toll-free **1-800-253-3160**.



## **GREG FREY**

Vice President/Group Publisher  
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Fax 913.514.9345  
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## **FORREST LAWS**

Associate Publisher  
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Fax 901.753.4287  
flaws@farmpress.com

## **DENNIS MINER**

National Sales Manager  
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## **RICHARD A. WRIGHT**

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## **MIKE LAFFERRE**

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mlafferre@farmpress.com

## **CHERI KNOY**

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Plano, TX 75074  
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## **SCARLETT BRIGHT**

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## **DARRAH PARKER**

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## **SANDY PERRY**

Production Manager  
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## **CINDY HUBBARD**

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## **JILL TEDFORD**

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## **Show Dates: February 27 – 28, 2009**

Sponsored by

**Southern Cotton Ginners Association and Delta Farm Press**