



Arkansas • Louisiana • Mississippi • Missouri • Tennessee (western)

Cotton	Hay	Rice
Corn	Peanuts	Soybeans
Grain Sorghum	Pecans	Wheat

**DISPLAY UNITS** **2010 Gross Rates**

	<b>Full Run</b>
FRONT COVER BANNER (Includes 4/C)	\$ 10,755
FRONT COVER EAR (Includes 4/C)	7,035
TABLOID PAGE	10,995
2-PAGE SPREAD	24,195
3/4 PAGE	8,960
JUNIOR PAGE	6,900
JUNIOR SPREAD	15,520
1/2 PAGE	6,345
1/2 PAGE SPREAD	13,945
1/3 PAGE	4,255
1/4 PAGE	3,220
1/6 PAGE	2,155
COLUMN INCH	270
<b>COLOR RATES (PER PAGE)</b>	
2-COLOR (STANDARD)	1,385
2-COLOR (PMS)	2,005
4-COLOR	3,170

**Split-run advertising:** In addition to the regional buys shown in the rate section, *Western Farm Press*, *Southwest Farm Press* and *Southeast Farm Press* offer copy change availability between regions.

Gross rate per change, per page on which change is made:  
 \$940 - black plate change  
 \$1,215 - 2-color plate changes  
 \$1,545 - 4-color plate changes

**Position charge:**

**Back cover:**

10% additional on space and color rates (Back cover position guaranteed with tabloid page ad only)

**Inside front cover, inside back cover or center spread:**

5% additional on space and color rates.

**\*PEANUT COMBO RATE available for Southeast Farm Press/Southwest Farm Press/Delta Farm Press.**