

## 2008 Classified Advertising Rates

39C



### Word Rate

\$2.10 per word, per insertion.

### Display Rate

A display advertisement is any advertisement of one column inch or more boxed inside its own borders and thus separated from regular classified advertisements.

**\$230** per column inch per insertion. Column inch equals 2 1/8" x 1".

**COLUMN INCH**  
2 1/8" x 1"  
(actual size)

### Discounts

Discounts apply only when advertisements run consecutively and check accompanies order. Advertising design is available. Copy must be received 7 days before closing to obtain a proof. Changes can be made if returned to Publisher by 10th day of the preceding month.

<b>3 months</b>	<b>5% discount</b>
<b>6 months</b>	<b>10% discount</b>
<b>12 months</b>	<b>15% discount</b>

### Minimum Order

**\$30.00** per insertion, except when discounts apply.

### Word Count

Count as one word each initial, abbreviation and whole number including names and address.

For example:

*T.R. Jones, 65 N. Ninth Ave., Johnson City, TN 37601*, counts as 10 words.

*Johnson City* is one word.

All hyphenated words are counted as two words.

### Payment

Check must accompany order. Phone or fax orders will be accepted but payment must be received before advertisement is published. VISA, Mastercard and American Express are accepted.

### Closing Dates

Issue	Closing Date	Materials Due
January	11.30.07	12.07.07
February	12.28.07	01.07.08
Cow/Calf	01.14.08	01.21.08
March	02.01.08	02.08.08
April*	03.03.08	03.10.08
May	04.01.08	04.08.08
June	05.01.08	05.08.08
July	06.02.08	06.09.08
August	07.01.08	07.08.08
September	08.01.08	08.08.08
October	09.01.08	09.08.08
November	10.01.08	10.08.08
December	11.03.08	11.10.08

\* *Readership Study issue*

#### SALES CONTACT:

Lisa Peterson, 952-851-4705, [lisa.peterson@penton.com](mailto:lisa.peterson@penton.com)

#### SEND ADVERTISING MATERIALS TO:

**BEEF**  
7900 International Drive, Suite 300  
Minneapolis, MN 55425

Ph 800-722-5334  
Fax 952-851-4601

