



## 2008 Advertising Rates

### National Rates

Circulation: 100,000

	B&W	2-Color	4-Color
<b>Full Page</b>	\$12,550	\$13,383	\$15,099
<b>2/3 Page</b>	\$9,015	\$9,848	\$11,564
<b>1/2 Page</b>	\$7,526	\$8,359	\$10,075
<b>1/3 Page</b>	\$4,727	\$5,560	\$7,276
<b>1/4 Page</b>	\$3,705	\$4,538	\$6,254
<b>1/6 Page</b>	\$2,510	\$3,343	\$5,059
<b>Column Inch</b>	\$575	\$1,408	\$3,124
<b>Back Cover</b>			\$16,986
<b>Second Cover</b>			\$16,355



### Copy Changes

Advertisers may make copy substitutions on split or full run ads.

	Single Page	Spread
<b>Black plate change</b>	\$500	\$800
<b>2-color plate change</b>	\$750	\$1,200
<b>3 and 4-color plate change</b>	\$1,300	\$1,800

A \$975 charge will be incurred for splits along a county line. All charges are per press stop and are commissionable but not discountable.

### Color

	Single Page
<b>4-color process</b>	\$2,549
<b>One additional color</b>	\$833
<b>Matched color or 5th color</b>	\$1,100

### Split Runs

Customized County Selections are available. Phone your regional sales manager for current counts. Add \$975 commissionable per ad or insert. Split run ads are eligible for frequency discounts.

### 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

### Frequency Discounts

Applies to space and color charges for all advertising placed during any 12-month period. Advertiser must specify in writing the period covered of other than a calendar year. Advertisers must specify on contracts the highest discount level they expect to reach. Adjustments will be made only once at the end of the year.

#### Frequency Discount

Insertions	Savings
5	2%
10	4%
15	6%
20	7%
25	8%
30	9%
35	10%
40	11%
45	12%