

General Rates



CIRCULATION  29,271

NATIONAL RATES

	B/W	2/C	4/C
Full Page	\$8,435	\$9,035	\$10,415
2/3 Page	6,295	6,895	8,275
1/2 Page	5,060	5,660	7,040
1/3 Page	3,250	3,850	5,230
1/4 Page	2,550	3,150	4,530
1/6 Page	1,890	2,490	3,870
Column Inch	420	1,020	2,400
Back Cover			11,680
2nd Cover			11,260



ONLINE

NationalHogFarmer.com

All advertising is on a first come, first served basis. To receive the advertisers rate you must have a 1/4 page or larger print in the month that you want the advertising on the Web site.

	PIXEL AD SIZE	NET
Banner Ad	468 x 60	\$40 CPM
Tower Ads	120 x 600	\$40 CPM
Buttons	125 x 125	\$500 per mo./per site
Article Spotlight	180 x 50	\$35 CPM

E-NEWSLETTERS

Pork Industry Express, North American Preview and E-Bulletin

SEE NATIONAL HOG FARMER'S TOOL KIT FOR ADDITIONAL ONLINE OPPORTUNITIES