

Classified Advertising

EFFECTIVE JANUARY 2007

**National
HogFarmer**
The Pork Business Authority

SEND ADVERTISING MATERIALS TO:

**National
HogFarmer**
The Pork Business Authority

7900 International Drive, Suite 300
 Minneapolis, MN 55425
 Phone: 952.851.9329
 Fax: 952.851.4601

CONTACT

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 800.722.5334
 Fax: 913.514.3714
 lisa.peterson@penton.com

WORD RATE **\$1.85** 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 1½" x 1".

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.

3 mo. *5% discount*
 6 mo. *10% discount*
 12 mo. *15% discount*

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.