

Livestock Advertising

EFFECTIVE JANUARY 2007

National Hog Farmer
The Pork Business Authority

B/W only

RATES

SIZE		
Full Page	7" x 10"	\$4,565
2/3 Page	4½" x 10"	\$3,415
1/2 Page island	4½" x 7½"	\$2,740
vertical (v)	3¾" x 10"	
horizontal (h)	7" x 5"	
1/3 Page (v or h)	2⅛" X 10" or 4½" X 5"	\$1,700
1/4 Page (v or h)	3¾" X 5" or 4½" x 3¾"	\$1,335
1/6 Page (v or h)	2⅛" x 5" or 4½" x 2½"	\$910
1/8 Page	2⅛" x 3¾"	\$750
1/12 Page	2⅛" x 2½"	\$495
Column inch	(minimum) 2⅛" x 1"	\$420

COLOR RATES

- a. Black and 1 standard color, 1 page or less, extra per page, **\$535**.
 b. 4-color process, 1 page or less extra per page, **\$1,790**.
 c. Special matched inks, 1 page or less, extra per page, **\$755**.

TERMS

Billing on last day of the preceding month. 1½% per month interest charged on unpaid invoices 30 days after due date of invoice.
 No cash discounts allowed.

CLOSING DATES

ISSUE	CLOSING DATE
January	12/15/06
February	1/15/07
March	2/15/07
April	3/15/07
May	4/16/07
June	5/15/07
July	6/15/07
August	7/16/07
September	8/15/07
October	9/17/07
November	10/15/07
December	11/15/07

CONTACTS

MINNEAPOLIS

Lisa Peterson, 800.722.5334
 lisa.peterson@penton.com

H&P COMPANY

Jan Ford, 800.693.8048
 jford17879@aol.com

JoAnn Behrends, 208.453.2694
 joann@seeds4forage.com

Bill Pullen, 800.867.5861
 blpullen@aol.com

BOCK & ASSOCIATES

MINNEAPOLIS

Mike Bock, Bill Heffron,
Peter Rupert 800.284.6020

CHICAGO

Bob Schenck 800.464.2850
 bschenck@earthlink.net