

# Our mission

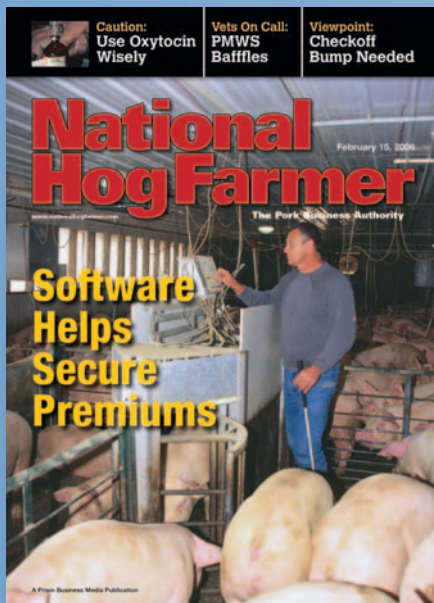
National Hog Farmer provides pork producers with the in-depth information they need to make their operations more efficient and profitable in production, employee relationships and environmental issues.

EDITORIAL

OTHER OPPORTUNITIES

DEMOGRAPHICS

GENERAL SPECIFICATIONS



This media kit outlines the many ways you can strengthen your relationships with your customers throughout 2007 and beyond.

**National Hog Farmer** offers a variety of ways to keep in touch with pork producers. From category specific electronic newsletters such as North American Preview to print advertising to projects such as sponsored posters, our goal is simple: *to reach the farmers who are looking for your products.*

LETTER FROM OUR EDITOR

The North American pork industry



is fast-paced, dynamic and competitive. Our staff works hard to deliver an editorial product that provides professional pork producers with the breaking news, business management guidance and science-based production information needed to keep modern pork production systems competitive and profitable.

The current **National Hog Farmer** editorial team, with over 65 years of swine industry reporting, is coupled with contributions from leading swine veterinarians, scientists and freelance journalists in the field of pork production in the United States and Canada.

**National Hog Farmer** has served the pork industry for over 50 years with award-winning, pertinent reporting for the continued success of our readers.

We remain, yours for a strong and vibrant pork industry,

**DALE MILLER**  
Editor



**JOE VANSICKLE**  
Senior Editor



**AWARDS**

**2006 AMERICAN AGRICULTURAL EDITOR'S ASSOCIATION**

HUMOROUS ARTICLE  
GOLD  
"PORK TOUR-A-RAMA"  
DALE MILLER

ON-FARM PRODUCTION ARTICLE  
BRONZE

**2006 LIVESTOCK PUBLICATIONS COUNCIL**

WEB SITE  
GOLD

IN-DEPTH REPORTING ARTICLE  
SILVER  
"ANTIMICROBIALS IN WATER:  
A VIABLE OPTION"  
DALE MILLER

IN EVERY ISSUE



**FROM MY PERSPECTIVE** This monthly feature offers the editor's thoughts on the ever-changing challenges and opportunities facing producers in the North American pork industry.

**VETERINARIANS ON CALL** This monthly column, written by swine practitioners, focuses on case studies diagnosed, treated and managed in the real world of pork production.

**TECHNOLOGY WATCH** This monthly feature offers new products and services being introduced to the pork industry.

**NEWS & VIEWS** A monthly feature headlining pork industry news and information, meetings and events.

# 2007 Editorial Calendar



## JAN

closes 12/15/06

### FEEDING SOWS IN LACTATION

Focus on efforts to improve sow feed consumption during lactation as it affects sow condition, breeding/reproduction performance and litter weaning weights.

## FEB

closes 1/15/07

### COMPETITION FOR FEED GRAINS

The push for energy independence will have an impact on feed grain availability, prices, and possibly push pork producers to consider nutrient alternatives in swine diets.

## MAR

closes 2/15/07

### PORK QUALITY UPDATE

Geneticists and meat scientists are taking a closer look at measuring muscle quality, pre- and post-harvest, to improve feeding and selection programs and improve consumers' pork eating experiences.

## APR

closes 3/15/07

### BLUEPRINT ISSUE: IMPROVING SWINE DISEASE DIAGNOSTICS

When herd health issues hit, a close working relationship with your consulting veterinarian will ensure clinical symptoms are recorded, the correct tissue or serological samples are collected, preserved and submitted to the appropriate diagnostic laboratory. Your veterinarian will help interpret the diagnostic lab report and ensure a safe and effective treatment and control plan is put in place. A special section will be dedicated to foreign animal disease preparedness.

## MAY

closes 4/15/07

### STATE OF THE INDUSTRY REPORT

Featuring "Masters of the Pork Industry," profiles and philosophies of pork industry professionals destined to leave their mark on the pork industry. Also, a profile of the pork industries in two states, clarifying the challenges and opportunities they face. The 2007 World Pork Expo preview, including new products and services.

## JUNE

closes 5/15/07

### BIOSECURITY

Preventing disease transmission requires a program to educate farm production staff, suppliers of products and services and to prevent lapses that result in disease outbreaks.

## JUL

closes 6/15/07

### MOST PROMISING NEW PRODUCTS

A panel of pork industry experts reviews new products and services introduced at World Pork Expo.

## AUG

closes 7/16/07

### ANIMAL WELL-BEING

The care and handling of pigs is top of mind for producers and consumers. A review of the latest methods for establishing animal well-being and a review of the auditing programs designed to ensure best care.

## SEP

closes 8/15/07

### MANURE MANAGEMENT TECHNOLOGIES

Best management practices to maximize the value of swine manure, whether for crop nutrients or alternative fuels.

## OCT

closes 9/17/07

### BLUEPRINT ISSUE: SEASONAL INFERTILITY

This management challenge will be tackled from all angles – genetics, housing/environment; nutrition, disease/physiological issues, and the impact reproductive glitches have on the supply of market hogs.

## NOV

closes 10/15/07

### GROW-FINISH DISEASE UPDATE

Whether dealing with porcine circovirus or more common respiratory or enteritis challenges, we'll bring you management and herd health protocols to deal with these profit-robbars.

## DEC

closes 11/15/07

### 2007 SWINE RESEARCH REVIEW

Our annual review of swine research, from a broad array of university researchers in North America, presented in a reader-friendly format.

# Online Opportunities

**NATIONALHOGFARMER.COM**

## REPRINTS

Order a few hundred to a few thousand reprints of pages in **National Hog Farmer** Call FosteReprints: 866.436.8366 or go to [www.marketingreprints.com](http://www.marketingreprints.com)

## LIST RENTAL

Contact Walter Karl for all list rental quotes including geographic or demographic buys. In most cases, counts and costs are available the same day.

**WALTER KARL** [www.walterkarl.com](http://www.walterkarl.com)

## POSTAL AND TELEMARKETING LISTS

Marie Briganti 845.732.7054 or

Rosalie Garcia 845.732.7027

## EMAIL LISTS

Kathleen Gaynor at 646.336.4153

## PRIMEAGBASE

A comprehensive, customizable database featuring the biggest operators in agriculture. Use as a proprietary database or merge with your own. 1,950,000 large grower/producer names. Append info, correct addresses, tailor-make demographic or geographic lists, target prospects.

See your advertising representative or call AnnMarie Wills, 913.967.1602

## CUSTOM RESEARCH

The Research team at Penton Media, Inc. provides market-related data and custom research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign or for any other strategic purpose when you need to make informed research-based decisions. Our researchers are custom research experts, knowledgeable in specific industry sectors. Ask your Sales Representative about the latest research information available for your market or for details about custom research opportunities.



## TOP BANNER IMPRESSIONS

468 x 60 banner

15k maximum file size

Banner rotates throughout site

## MAGAZINE SPONSORSHIP

180 x 150 banner

15k maximum file size

## COLUMN BUTTON SPONSORSHIP

125 x 125 banner

15k maximum file size

## MINI TOWER SPONSORSHIP

120 x 240 vertical banner

15k maximum file size

Rotates throughout site

## TOWER SPONSORSHIP

120 x 600 vertical banner

25k maximum file size

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblast, Pointroll  
Frames and Looping: Maximum frames - 4 Looping - 3

Materials Due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads.  
Include referring URL and alt text with instructions.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.

## CHECK OUT OUR TOOL KIT FOR MORE INFORMATION!



**WEBCASTS**

**PODCASTS**

**ASK THE EXPERTS AND BLOGS**

**MICROSITES**

**E-POSTCARDS**

**CUSTOM E-NEWSLETTERS**

**TARGETED CONTENT SPONSORSHIPS**

**CUSTOM VIDEO PUBLISHING**

Reach our qualified, targeted audiences by placing your advertising message within a timely, informative, contextual environment, carrying the latest industry news, trends and information. Our must-read, authoritative e-newsletters drive unrivaled audience interaction, which helps you increase your branding and raise response.

**E-NEWSLETTERS**



**PORK INDUSTRY EXPRESS**

The latest product information for the highly specialized commercial operations. Exclusive information will be available to the readers of this e-mail newsletter equipment that can make pork production go more smoothly.



**E-BULLETIN**

The latest product information for the highly specialized commercial operations. Exclusive information will be available to the readers of this e-mail newsletter equipment that can make pork production go more smoothly.



**NORTH AMERICAN PREVIEW**

Provides pork producers in the United States and Canada with weekly analysis of marketing, production and legislative information items that will impact their business.

# Other Opportunities

**PRINT**

**ENVIRONMENTAL STEWARDS**

**WORLD PORK EXPO  
NEWPRODUCT TOUR**

**SPECIAL PROJECTS**

**POSTERS**

**EMPLOYER-EMPLOYEE SURVEYS**

**INSERTS**

**AWARDS**



**THE MASTER'S  
RECOGNITION AWARDS**

**EVENTS**



**WORLD PORK EXPO  
CAREER CENTER**

# Our Readers

## SUBSCRIBERS BY STATE AS OF AUGUST 2006



STATE BY REGION	VETERINARIANS, NUTRITIONISTS & CONSULTANTS	OTHER TITLES	TOTAL	
NEW ENGLAND	CT	4	5	
	ME	2	5	
	MA	12	15	
	NH	0	0	
	RI	1	1	
	VT	2	3	
<b>SUBTOTAL</b>	<b>8</b>	<b>21</b>	<b>29</b>	
MID-ATLANTIC	NJ	9	13	
	NY	53	66	
	PA	401	427	
	<b>SUBTOTAL</b>	<b>43</b>	<b>506</b>	
EAST NO. CENTRAL	IL	2,611	2,765	
	IN	2,051	2,164	
	MI	551	588	
	OH	1,216	1,294	
	WI	408	450	
<b>SUBTOTAL</b>	<b>424</b>	<b>6,837</b>	<b>7,261</b>	
WEST NO. CENTRAL	IA	6,153	6,518	
	KS	602	679	
	MN	3,135	3,353	
	MO	1,018	1,112	
	ND	165	177	
	NE	1,590	1,704	
	SD	843	894	
<b>SUBTOTAL</b>	<b>931</b>	<b>13,506</b>	<b>14,437</b>	
SOUTH ATLANTIC	DE	7	11	
	DC	0	4	
	FL	32	46	
	GA	113	127	
	MD	41	54	
	NC	1,239	1,301	
	SC	72	80	
	VA	113	129	
	WV	6	7	
<b>SUBTOTAL</b>	<b>136</b>	<b>1,623</b>	<b>1,759</b>	
EAST SO. CENTRAL	AL	73	81	
	KY	208	233	
	MS	67	81	
	TN	125	136	
	<b>SUBTOTAL</b>	<b>58</b>	<b>473</b>	<b>531</b>
WEST SO. CENTRAL	AR	181	202	
	LA	24	28	
	OK	195	216	
	TX	130	173	
	<b>SUBTOTAL</b>	<b>89</b>	<b>530</b>	<b>619</b>
MOUNTAIN	AZ	35	42	
	CO	104	114	
	ID	20	24	
	MT	139	143	
	NV	2	2	
	NM	4	8	
	UT	51	55	
	WY	18	22	
	<b>SUBTOTAL</b>	<b>37</b>	<b>373</b>	<b>410</b>
	PACIFIC	AK	1	2
CA		82	104	
HI		10	12	
OR		18	27	
WA		31	40	
<b>SUBTOTAL</b>		<b>43</b>	<b>142</b>	<b>185</b>
CANADA	179	504	683	
US TERR.	2	4	6	
<b>GRAND TOTAL</b>	<b>1,950</b>	<b>24,476</b>	<b>26,426</b>	
<b>% OF TOTAL</b>	<b>7.4%</b>	<b>92.6%</b>	<b>100.0%</b>	

**SOWS MAINTAINED ON FARM**

STATE BY REGION		2,500+	1,000-2,499	500-999	200-499	100-199*	1-99*	OTHER	TOTAL
NEW ENGLAND	CT	1	0	2	0	1	0	1	5
	ME	0	0	0	2	0	0	3	5
	MA	0	0	2	3	5	1	4	15
	NH	0	0	0	0	0	0	0	0
	RI	0	0	0	0	1	0	0	1
	VT	0	0	1	0	1	0	1	3
	<b>SUBTOTAL</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>1</b>	<b>9</b>	<b>29</b>
MID-ATLANTIC	NJ	1	2	1	3	3	0	3	13
	NY	7	5	5	11	12	0	26	66
	PA	46	38	42	93	78	2	128	427
	<b>SUBTOTAL</b>	<b>54</b>	<b>45</b>	<b>48</b>	<b>107</b>	<b>93</b>	<b>2</b>	<b>157</b>	<b>506</b>
EAST NO. CENTRAL	IL	170	202	273	680	590	52	798	2,765
	IN	128	147	256	585	486	37	525	2,164
	MI	41	50	66	148	122	9	152	588
	OH	82	106	140	264	280	23	399	1,294
	WI	19	31	45	117	133	14	91	450
<b>SUBTOTAL</b>	<b>440</b>	<b>536</b>	<b>780</b>	<b>1,794</b>	<b>1,611</b>	<b>135</b>	<b>1,965</b>	<b>7,261</b>	
WEST NO. CENTRAL	IA	390	377	646	1,442	1,240	124	2,299	6,518
	KS	50	50	65	173	148	18	175	679
	MN	208	211	318	708	698	55	1,155	3,353
	MO	76	100	100	260	270	16	290	1,112
	ND	11	15	21	47	37	2	44	177
	NE	108	98	175	400	354	27	542	1,704
	SD	55	91	161	198	157	11	221	894
<b>SUBTOTAL</b>	<b>898</b>	<b>942</b>	<b>1,486</b>	<b>3,228</b>	<b>2,904</b>	<b>253</b>	<b>4,726</b>	<b>14,437</b>	
SOUTH ATLANTIC	DE	1	0	0	3	2	0	5	11
	DC	0	0	0	0	0	0	4	4
	FL	1	4	5	14	5	0	17	46
	GA	10	13	18	25	27	3	31	127
	MD	1	3	3	14	13	1	19	54
	NC	247	127	85	207	187	20	428	1,301
	SC	7	4	3	18	19	4	25	80
	VA	16	18	12	25	23	1	34	129
	WV	0	1	0	4	1	0	1	7
<b>SUBTOTAL</b>	<b>283</b>	<b>170</b>	<b>126</b>	<b>310</b>	<b>277</b>	<b>29</b>	<b>564</b>	<b>1,759</b>	
EAST SO. CENTRAL	AL	5	10	7	15	18	1	25	81
	KY	13	25	14	61	58	5	57	233
	MS	5	6	14	11	14	3	28	81
	TN	12	12	13	31	26	0	42	136
	<b>SUBTOTAL</b>	<b>35</b>	<b>53</b>	<b>48</b>	<b>118</b>	<b>116</b>	<b>9</b>	<b>152</b>	<b>531</b>
WEST SO. CENTRAL	AR	22	11	34	64	33	0	38	202
	LA	2	0	1	11	9	1	4	28
	OK	53	25	23	36	29	4	46	216
	TX	25	15	12	38	36	5	42	173
<b>SUBTOTAL</b>	<b>102</b>	<b>51</b>	<b>70</b>	<b>149</b>	<b>107</b>	<b>10</b>	<b>130</b>	<b>619</b>	
MOUNTAIN	AZ	16	2	1	4	7	2	10	42
	CO	26	14	6	22	24	0	22	114
	ID	1	2	1	8	8	0	4	24
	MT	2	1	18	80	19	2	21	431
	NV	0	0	0	1	0	0	1	2
	NM	1	2	1	1	1	0	2	8
	UT	30	1	1	9	6	1	7	55
	WY	9	2	2	4	2	0	3	22
<b>SUBTOTAL</b>	<b>85</b>	<b>24</b>	<b>30</b>	<b>129</b>	<b>67</b>	<b>5</b>	<b>70</b>	<b>410</b>	
PACIFIC	AK	0	0	1	0	1	0	0	2
	CA	12	12	9	19	18	2	32	104
	HI	0	0	2	5	3	0	2	12
	OR	0	1	4	8	7	2	5	27
	WA	0	2	4	13	7	0	14	40
	<b>SUBTOTAL</b>	<b>12</b>	<b>15</b>	<b>20</b>	<b>45</b>	<b>36</b>	<b>4</b>	<b>53</b>	<b>185</b>
CANADA	75	83	81	105	90	6	243	683	
US TERR.	1	1	0	1	1	0	2	6	
<b>GRAND TOTAL</b>	<b>1,986</b>	<b>1,920</b>	<b>2,694</b>	<b>5,991</b>	<b>5,310</b>	<b>454</b>	<b>8,071</b>	<b>26,426</b>	
<b>% OF TOTAL</b>	<b>7.5%</b>	<b>7.3%</b>	<b>10.2%</b>	<b>22.7%</b>	<b>20.1%</b>	<b>1.7%</b>	<b>30.5%</b>	<b>100.0%</b>	

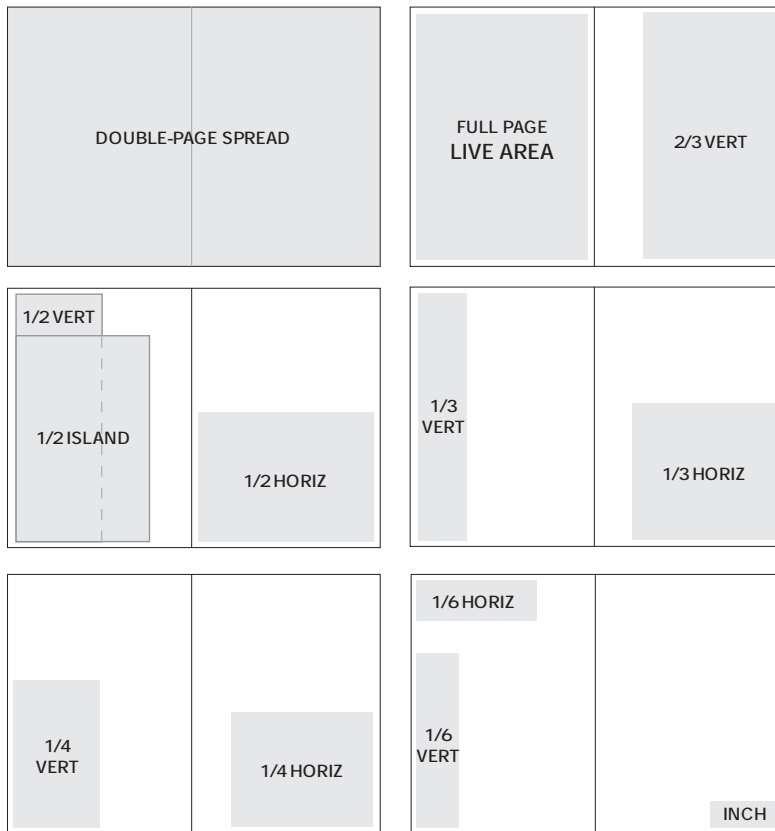
**HOGS/PIGS SOLD ANNUALLY**

STATE BY REGION		10,000+	5,000-9,999	3,000-4,999	2,000-2,999	1,000-1,999	1-999	OTHER	TOTAL
NEW ENGLAND	CT	2	0	0	1	0	1	1	5
	ME	0	0	1	0	1	0	3	5
	MA	3	2	6	1	0	1	2	15
	NH	0	0	0	0	0	0	0	0
	RI	0	0	1	0	0	0	0	1
	VT	1	1	0	0	0	0	1	3
	<b>SUBTOTAL</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>7</b>	<b>29</b>
MID-ATLANTIC	NJ	2	2	0	5	0	0	4	13
	NY	17	16	8	11	0	1	13	66
	PA	113	108	78	93	5	3	27	427
	<b>SUBTOTAL</b>	<b>132</b>	<b>126</b>	<b>86</b>	<b>109</b>	<b>5</b>	<b>4</b>	<b>44</b>	<b>506</b>
EAST NO. CENTRAL	IL	710	684	574	610	50	28	109	2,765
	IN	474	530	531	480	48	9	92	2,164
	MI	148	146	140	110	14	2	28	588
	OH	303	289	330	270	26	17	59	1,294
	WI	69	100	106	117	19	11	28	450
	<b>SUBTOTAL</b>	<b>1,704</b>	<b>1,749</b>	<b>1,681</b>	<b>1,587</b>	<b>157</b>	<b>67</b>	<b>316</b>	<b>7,261</b>
WEST NO. CENTRAL	IA	1,478	1,649	1,617	1,353	104	35	282	6,518
	KS	187	151	125	152	10	6	48	679
	MN	758	826	782	720	66	26	175	3,353
	MO	270	251	214	257	28	16	76	1,112
	ND	52	39	34	39	4	2	7	177
	NE	420	388	368	389	37	17	85	1,704
	SD	299	182	166	190	13	11	33	894
	<b>SUBTOTAL</b>	<b>3,464</b>	<b>3,486</b>	<b>3,306</b>	<b>3,100</b>	<b>262</b>	<b>113</b>	<b>706</b>	<b>14,437</b>
SOUTH ATLANTIC	DE	1	2	3	1	0	0	4	11
	DC	0	0	0	0	0	0	4	4
	FL	7	7	12	8	0	0	12	46
	GA	36	24	23	27	4	0	13	127
	MD	4	18	14	9	1	0	8	54
	NC	590	214	203	223	17	7	47	1,301
	SC	20	14	22	18	1	0	5	80
	VA	46	31	26	15	2	2	7	129
	WV	1	3	1	0	0	1	1	7
	<b>SUBTOTAL</b>	<b>705</b>	<b>313</b>	<b>304</b>	<b>301</b>	<b>25</b>	<b>10</b>	<b>101</b>	<b>1,759</b>
EAST SO. CENTRAL	AL	23	14	15	22	0	0	7	81
	KY	51	48	56	54	8	0	16	233
	MS	21	20	11	16	2	3	8	81
	TN	31	28	34	31	0	3	9	136
<b>SUBTOTAL</b>	<b>126</b>	<b>110</b>	<b>116</b>	<b>123</b>	<b>10</b>	<b>6</b>	<b>40</b>	<b>531</b>	
WEST SO. CENTRAL	AR	62	55	29	44	1	1	10	202
	LA	5	5	3	12	1	0	2	28
	OK	112	26	22	38	2	1	15	216
	TX	58	22	18	41	6	8	20	173
<b>SUBTOTAL</b>	<b>237</b>	<b>108</b>	<b>72</b>	<b>135</b>	<b>10</b>	<b>10</b>	<b>47</b>	<b>619</b>	
MOUNTAIN	AZ	20	7	5	6	0	0	4	42
	CO	46	15	24	20	1	0	8	114
	ID	2	7	2	10	0	0	3	24
	MT	47	50	20	22	2	0	2	143
	NV	0	1	0	0	0	1	0	2
	NM	3	2	0	1	0	0	2	8
	UT	33	8	2	6	0	2	4	55
	WY	14	2	0	3	0	0	3	22
<b>SUBTOTAL</b>	<b>165</b>	<b>92</b>	<b>53</b>	<b>68</b>	<b>3</b>	<b>3</b>	<b>26</b>	<b>410</b>	
PACIFIC	AK	1	0	1	0	0	0	0	2
	CA	28	23	20	14	0	1	18	104
	HI	0	3	4	3	0	0	2	12
	OR	3	8	3	5	1	1	6	27
	WA	6	7	6	10	2	0	9	40
	<b>SUBTOTAL</b>	<b>38</b>	<b>41</b>	<b>34</b>	<b>32</b>	<b>3</b>	<b>2</b>	<b>35</b>	<b>185</b>
CANADA		233	102	81	77	11	4	175	683
US TERR.		2	0	2	1	0	0	1	6
<b>GRAND TOTAL</b>		<b>6,812</b>	<b>6,130</b>	<b>5,743</b>	<b>5,535</b>	<b>487</b>	<b>221</b>	<b>1,498</b>	<b>26,426</b>
<b>% OF TOTAL</b>		<b>25.8%</b>	<b>23.2%</b>	<b>21.7%</b>	<b>20.9%</b>	<b>1.8%</b>	<b>0.8%</b>	<b>5.7%</b>	<b>100.0%</b>

# Production Specifications

## AD SIZES

BOOK TRIM SIZE 7<sup>7</sup>/<sub>8</sub>" X 10<sup>3</sup>/<sub>4</sub>"



### DOUBLE-PAGE SPREAD

LIVE AREA 15" x 10"  
BLEED 16" x 11"

### FULL PAGE

LIVE AREA 7" x 10"  
BLEED 8 1/8" x 11"

### 2/3 PAGE

4 1/2" x 10"

### 1/2 PAGE

ISLAND 4 1/2" x 7 1/2"  
VERTICAL 3 3/8" x 10"  
HORIZONTAL 7" x 5"

### 1/3 PAGE

VERTICAL 2 1/8" x 10"  
HORIZONTAL 4 1/2" x 5"

### 1/4 PAGE

VERTICAL 3 3/8" x 5"  
HORIZONTAL 4 1/2" x 3 3/4"

### 1/6 PAGE

VERTICAL 2 1/8" x 5"  
HORIZONTAL 4 1/2" x 2 1/2"

### COLUMN INCH

2 1/8" x 1"

### SPECIAL POSITIONS

Orders stipulating preferred position not accepted for less than full-page, except on an "or omit" basis and subject to publisher's approval. Advertisers who negotiate back cover positions and pay for it, have option on back cover position in corresponding issue the following year. However, the advertiser must exercise that option by notifying **National Hog Farmer** in writing 60 days prior to closing date. Specified position pages cannot be cancelled after 60 days prior to publication date.

### BLEED

- a. No charge for bleed
- b. Minimum size for bleed is 1/2 page.

### INSERTS

- a. Inserts accepted. Pre-printed or arrangements made with Publisher to do printing, cancelable only on 60 days notice prior to closing date.
- b. Advertisers may produce multiple-page inserts in varying sizes. Paper stock: Minimum 40 lb., maximum 60 lb. Over 60 lb. will incur an extra charge of \$12/M.
- c. Multiple page inserts, gate folds and inserts less than full page size and/or circulation are accepted. Rates and specifications upon request.
- d. Mechanical specifications, quantities, rates and delivery date must be obtained from the Publisher.
- e. Advertiser is required to submit sample of insert (mock-up) for Publisher's approval.

**GENERAL RATE POLICY/TERMS OF SALE**

- a. Orders beyond 3 months at rates then prevailing. Blanket orders and till forbid orders do not hold rate.
  - b. Editorial style copy will carry label "Advertisement" at the sole discretion of the Publisher.
  - c. No fraudulent or misleading advertising accepted. All copy subject to Publisher's approval.
  - d. Publisher reserves the right to refuse ads that will cause excessive production costs.
  - e. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher.
- SPECIAL SERVICES**
- a. Addressing and mailing services available.
  - b. Reader reply service available. Commercial display advertising only. Column inch minimum.
  - c. When Publisher must provide artwork or extra copy work including registering color blocks, outlining, etc. advertiser will be billed at cost.
  - d. To obtain proofs when necessary, copy must be received at least seven days before closing date. Not applicable for some magazines.
  - e. Old materials will be destroyed one year after insertion unless shipping instructions are given to the Publisher.

**MECHANICAL REQUIREMENTS**

- a. GENERAL SPECIFICATIONS:**  
Trim Size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
Printing Method: Web offset  
Binding: Saddle stitch, jog to head, 1<sup>1</sup>/<sub>8</sub>" head trim  
Paper: *BEEF, National Hog Farmer, Hay & Forage Grower and Apply*: Cover printed on 50-lb. coated groundwood; text printed on 38.5 SCA+  
*The Corn And Soybean Digest*: 60-lb. gloss text, 38.5 SCA+  
*Farm Industry News*: 60-lb. gloss text, 38.5 SCA+  
Ink: SWOP standard and four-color process.  
Line Screen: 133 lines per inch.
- DIGITAL AD SPECIFICATIONS:**  
PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com).  
*Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)*
- PREFERRED APPLICATIONS:** Ad layouts should be created using either QuarkXpress™ or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- PROOFS:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.)  
*Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*
- PHOTO ELEMENTS:** 300 dpi, actual size; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
- COLOR TONE VALUES:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- COLOR MODE:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- FONTS:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- LETTERING:** Black text should be created as 100% black to avoid registration problems; 4c black will not be accepted. Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- MEDIA:** CD.  
FTP Upload: <ftp://ftpserver2.penton.com>  
Please contact the publication Production Coordinator for user names, passwords and to alert that files have been submitted.  
For complete preparation guidelines and file delivery information, please visit [www.pentonads.com](http://www.pentonads.com) or contact the publication Production Manager.

**RATE POLICY AND CONTRACT PROVISIONS**

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

- AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.
- SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.
- CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.
- ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.
- SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.
- RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.
- TERMS OF SALE:** **Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed.** Penton will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.
- LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.
- PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.
- COLLECTION RELATED ISSUES:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.
- JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.
- NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.