



CORN & SOYBEAN DIGEST®

MAXIMIZING PRODUCTION AND MARKETING FOR PROFIT.

LETTER FROM THE EDITOR



How to operate more efficiently and successfully is our beat at **CORN & SOYBEAN DIGEST**. Whether in print or digital, busy growers know exactly what to expect: authoritative, reliable production and marketing information to help them maximize profits.

But the printed version is just the mother ship of how we deliver corn and soybean information to our audience. We also communicate with tightly niched electronic newsletters, Web special features and a rapidly growing video presence. Plus, you'll even find us covering the social media mix with Facebook and Twitter. We're dedicated to meeting our readers' needs in whatever medium they're most comfortable with.

We also stick to our mission of helping our readers stay profitable. And we pride ourselves on quality farmer- and research-based editorial and work diligently to maintain the editorial integrity our readers expect from us.

Greg Lamp
Editor-in-Chief
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MEET THE EDITORS

Our editors combine industry experience with editorial talent to bring you focused, ground-breaking information in every issue.



Susan Winsor
Managing Editor
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Jennifer Bennett
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OUR MISSION

"To help corn and soybean growers maximize profits."

We are the leader in production, marketing and business information for farmers. We guide our readers by providing timely, reliable, research-based information.

Month	Close	Materials Due	Special Feature
January	12.15.10	12.22.10	<ul style="list-style-type: none"> • New Planting Technology • Manage Risk With Crop Insurance • Twin Rows Bump Yields
February I Issue date: 02.08.11	01.07.11	01.14.11	<ul style="list-style-type: none"> • Precision Fertilizer Placement Pays • New Corn Herbicides • ASA's Conservation Legacy Winners
February II Issue date: 02.22.11	01.21.11	01.28.11	<ul style="list-style-type: none"> • Special Report: New Uses For Soybeans • No-Till Planter Pointers • Will Soils Succumb To Sprawl?
March	02.15.11	02.22.11	<ul style="list-style-type: none"> • Corn: Disease And Insect Forecast • 2011 Weather Watch • Early Corn And Soybean Marketing
April	03.15.11	03.22.11	<ul style="list-style-type: none"> • Soybeans: Disease And Insect Forecast • Stay Ahead Of Soybean Rust • Sidedress Ideas That Work
August	07.15.11	07.22.11	<ul style="list-style-type: none"> • Eye On Energy • Preharvest Marketing Advice • Make A Harvest Checklist
September	08.15.11	08.22.11	<ul style="list-style-type: none"> • Sharing Ag's Successes • Teaming Up To Cut Costs • NCGA Leader Profile • What's New In The Traits Pipeline
October	09.15.11	09.22.11	<ul style="list-style-type: none"> • A Look At Land Values • Conservation Ideas That Work • New Hybrids Worth Watching
November I Issue date: 11.08.11	10.07.11	10.14.11	<ul style="list-style-type: none"> • Make Precision Decisions • ASA Leader Profile • Year-End Tax Planning
November II Issue date: 11.22.11 <i>*Readership Study</i>	10.21.11	10.28.11	<ul style="list-style-type: none"> • Crystal Ball Outlook: Views From Ag's Top Economists • Why Hire A Marketing Service
December	11.15.11	11.22.11	<ul style="list-style-type: none"> • Leverage Your Fertilizer Dollar • Pull The Trigger On Variable Rate

National Rates

Circulation: 145,000

Effective January 2011

	B&W	2-Color	4-Color
Full Page	\$16,750	\$18,210	\$21,040
2/3 Page	\$12,585	\$14,045	\$16,875
1/2 Page	\$11,390	\$12,850	\$15,680
1/3 Page	\$7,535	\$8,995	\$11,825
1/4 Page	\$5,890	\$7,350	\$10,180
1/6 Page	\$4,185	\$5,645	\$8,475
Back Cover			\$23,555
Second Cover			\$22,715

Closing Dates

Issue	Closing Date	Materials Due
January	12.15.10	12.22.10
February I	01.07.11	01.14.11
February II	01.21.11	01.28.11
March	02.15.11	02.22.11
April	03.15.11	03.22.11
August	07.15.11	07.22.11
September	08.15.11	08.22.11
October	09.15.11	09.22.11
November I	10.07.11	10.14.11
November II*	10.21.11	10.28.11
December	11.15.11	11.22.11

* Readership Study issue

Customized Edition Rates

	B&W	2-Color	4-Color
Minimum Charges	\$9,000	\$9,500	\$10,750
50,000-59,999	\$180	\$190	\$215
60,000-79,999	\$160	\$180	\$200
80,000 - 99,999	\$150	\$170	\$195
100,000 - 119,999	\$135	\$140	\$175
120,000+	Full rate applies		

When an advertisement is contracted to run in a geographic area other than a standard (National, Northern or Southern) edition, use the "Customized Edition" rates. Add the total circulation to be used (round off to the nearest 000's) and calculate the rate as shown above.

CUSTOMIZED INSERT RATES

Call your regional sales representative for rates on full-run and customized insert buys.

Copy Changes

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

	Single Page	Spread
Black plate change	\$940	\$1,325
2-color plate change	\$1,215	\$1,765
3 and 4-color plate change	\$1,545	\$2,205

A \$1,200 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
4-color process	\$4,290
2-color	\$1,460
One additional color	\$1,805

List Rental

PrimeAG Marketing Information Solutions is a focused extension of Penton Media, Inc.'s expertise in the agriculture, direct marketing, and data management fields.

PrimeAG BASE
 primeagbase.com
 Justin Lyman, 866-748-4926
 justin.lyman@penton.com

Circulation

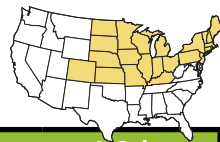
Established in 1940.
Member Business Publication Audit and Agri-Council of American Business Media.

Rate base of 145,000 total circulation.
Northern Edition Rate Base: 130,000
Southern Edition Rate Base: 15,000

Circulation listed as a Rate Base only, not a guarantee. For actual delivered circulation, refer to CORN & SOYBEAN DIGEST'S BPA statement. CORN & SOYBEAN DIGEST is a controlled circulation magazine sent to farmers who verify they grow qualifying acres of corn and soybeans, or are members of the American Soybean Association.

Northern Edition Rates

Circulation: 130,000



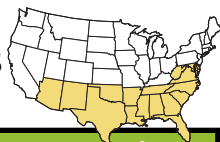
	B&W	2-Color	4-Color
Full Page	\$15,925	\$17,385	\$20,215
2/3 Page	\$11,925	\$13,385	\$16,215
1/2 Page	\$10,845	\$12,305	\$15,135
1/3 Page	\$7,225	\$8,685	\$11,515
1/4 Page	\$5,650	\$7,110	\$9,940

Color

	Single Page
4-color process	\$4,290
2-color	\$1,460
One additional color	\$1,805

Southern Edition Rates

Circulation: 15,000



	B&W	2-Color	4-Color
Full Page	\$2,415	\$3,385	\$4,275
2/3 Page	\$1,830	\$2,800	\$3,690
1/2 Page	\$1,675	\$2,645	\$3,535
1/3 Page	\$1,110	\$2,080	\$2,970
1/4 Page	\$860	\$1,830	\$2,720

Color

	Single Page
4-color process	\$1,860
2-color	\$970
One additional color	\$1,810

Effective January 2011

State/Circulation

Northern Edition			
California	588	North Dakota	4,980
Connecticut	14	Nebraska	12,257
Colorado	942	New Jersey	93
D.C.	1	New Hampshire	4
Iowa	23,278	Nevada	14
Idaho	80	New York	472
Illinois	19,847	Ohio	9,089
Indiana	8,615	Oregon	42
Kansas	7,032	Pennsylvania	652
Kentucky	1,906	Rhode Island	0
Massachusetts	9	South Dakota	7,512
Maine	11	Utah	37
Michigan	4,442	Vermont	16
Minnesota	14,651	Washington	115
Missouri	7,814	Wisconsin	4,883
Montana	312	Wyoming	65
Total			130,000
Southern Edition			
Alabama	484	North Carolina	1,889
Arkansas	2,599	New Mexico	107
Arizona	157	Oklahoma	907
Delaware	180	South Carolina	562
Florida	204	Tennessee	1,560
Georgia	581	Texas	1,879
Louisiana	957	Virginia	697
Maryland	467	West Virginia	35
Mississippi	1,938		
Total			15,000
Total Circulation			145,000

Frequency Discounts

Advertisers may qualify to combine insertions in publications to arrive at the highest possible discount. Contact your sales representative for details.

Ads per year*	Discount
3-5	5%
6-9	8%
10-12	10%

Effective January 2011

Product Spotlight Advertising Rates

Ad Unit	Size	Rate
1/3 Page (Max.)	2 1/8" x 10" or 4 1/2" x 5"	\$2,750
1/4 Page	3 3/8" x 5" or 4 1/2" x 3 3/4"	\$2,060
1/6 Page	2 1/8" x 5" or 4 1/2" x 2 1/2"	\$1,375
1/8 Page	2 1/8" x 3 3/4"	\$1,030
1/12 Page	2 1/8" x 2 1/2"	\$690
Column Inch (min.)	2 1/8" x 1"	\$275

Closing Dates

Issue	Closing Date	Materials Due
January	12.15.10	12.22.10
February I	01.07.11	01.14.11
February II	01.21.11	01.28.11
March	02.15.11	02.22.11
April	03.15.11	03.22.11
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November II*	10.21.11	10.28.11
December	11.15.11	11.22.11

* Readership Study issue

Instant Action Cards

Works like a card deck but with the readership of a magazine. No charge for production on first card.

Ad Unit	Size	4-Color
Single	5" x 3 1/2"	\$4,380
Double	5" x 7"	\$7,810
Page	5" x 10 1/2"	\$11,460

Multiple Insertions Discounts

Ads per year*	Discount
3-5	5%
6-9	8%
10-12	10%

*12-month year to be determined by advertiser in writing. Discounts applied as earned.

Frequency discount rates apply to space buys all on one contract for multiple insertions. Multiple insertions purchased at different times will be treated as separate orders. All General Rate Policies and Contract Regulations as published on **CORN & SOYBEAN DIGEST's** Commercial Rate Card apply.

Circulation

Rates based on 145,000 total circulation. **CORN & SOYBEAN DIGEST** is a controlled circulation magazine sent to farmers who verify they grow qualifying acres of corn or soybeans. Others can subscribe for \$37 per year. Established in 1940. Member of Business Publication Audit and Agri-Council of American Business Media.

Circulation as of August 2010: 145,000

Commission

15% will be allowed only when camera-ready materials are supplied by the advertiser. Terms: Net 30 days from date of invoice. No cash discount.

Mechanical Requirements

Digital material accepted in InDesign or Quark for Mac and PDF on cd or e-mail. A proof or copy of the file must accompany the disk, along with a detail sheet. Provide all fonts used in the file. If required, minimum art and/or typesetting charge - \$75

Contract Regulations

- All Product Spotlight advertising runs in the National Edition.
- All Product Spotlight ads are assigned a Reader Service Card number.
- All contracts for Product Spotlight advertising are accepted with the full understanding that separation from competitive material cannot be guaranteed.
- At the option of the Publisher, advertisements scheduled for Product Spotlight may appear elsewhere in the same issue of **CORN & SOYBEAN DIGEST**.
- Publisher is not liable for incorrect key numbers unless a PDF for each ad is furnished.

Send advertising materials to:

CORN & SOYBEAN DIGEST

7900 International Drive, Suite 300

Minneapolis, MN 55425

Phone: 800-722-5334 Fax: 952-851-4601

43A

BPA
WORLDWIDE™

american
business
media

The Association of Business Information Companies

Book trim size: 7 ¾" x 10 ¾"



Double-page Spread

Live Area	14 ½" x 9 ¾"
Bleed	15 ¾" x 11"

Full Page

Live Area	6 ¾" x 9 ¾"
Bleed	8" x 11"

2/3 Page 4 ½" x 10"

1/2 Page

Island	4 ½" x 7 ½"
Vertical	3 ¾" x 10"
Horizontal	7" x 5"

1/3 Page

Vertical	2 ⅞" x 10"
Horizontal	4 ½" x 5"

1/4 Page

Vertical	3 ⅞" x 5"
Horizontal	4 ½" x 3 ¾"

1/6 Page

Vertical	2 ⅞" x 5"
Horizontal	4 ½" x 2 ½"

Column Inch 2 ⅞" x 1"

Inserts

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

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 them, have options on back-cover positions in corresponding issues the following year. However, advertisers must exercise that option by notifying **CORN & SOYBEAN DIGEST** in writing 60 days prior to closing date. Specified position pages cannot be cancelled after 60 days prior to publication date.

Bleed

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

GENERAL RATE POLICY/TERMS OF SALE

- Orders beyond 3 months at rates then prevailing. Blanket orders and till forbid orders do not hold rate.
- Editorial style copy will carry label "Advertisement" at the sole discretion of the Publisher.
- No fraudulent or misleading advertising accepted. All copy subject to Publisher's approval.
- Publisher reserves the right to refuse ads that will cause excessive production costs.
- 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

- Addressing and mailing services available.
- Reader reply service available. Commercial display advertising only. Column-inch minimum.
- When Publisher must provide artwork or extra copy work including registering color blocks, outlining, etc., advertiser will be billed at cost.
- To obtain proofs when necessary, copy must be received at least seven days before closing date. Not applicable for some magazines.
- Old materials will be destroyed one year after insertion unless shipping instructions are given to the Publisher.

MECHANICAL REQUIREMENTS

General Specifications

Trim Size: 7 3/4" x 10 3/4".

Printing Method: Web offset.

Binding: Saddle stitch, jog to head, 1/8" head trim.

Paper: Cover 50 lb. #5 coated groundwood, text printed on 38" 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.pentondigitalads.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

Digital Ad Upload: www.pentondigitalads.com

Please contact the publication Production Coordinator for specific concerns and to alert that files have been submitted.

For complete preparation guidelines and file delivery information, please visit www.pentondigitalads.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, Inc. ("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 10 working days.

CORN & SOYBEAN DIGEST®

CORN & SOYBEAN DIGEST is a trusted source of information for high-acreage corn and soybean growers. CORN & SOYBEAN DIGEST provides in-depth coverage in print, online, and in person to help growers maximize production and marketing for profit.

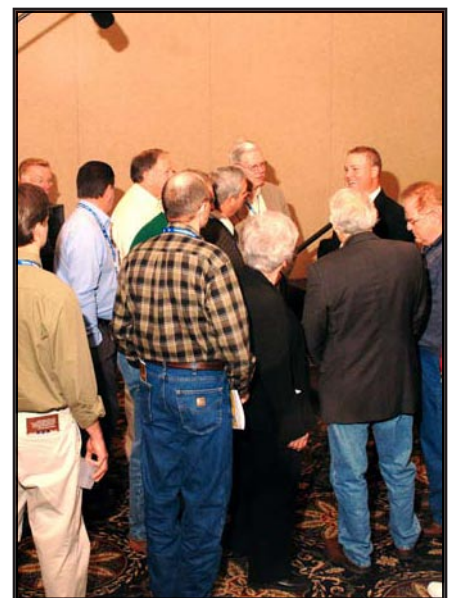
When growers research their next product or service purchase, they turn to CORN & SOYBEAN DIGEST's industry-leading coverage to guide them. CORN & SOYBEAN DIGEST and Penton Media give you the tools to consistently reach growers making purchasing decisions.



IN PRINT



ONLINE



IN PERSON

SALES CONTACTS

- DAVE DIBB** 952-851-4694 | dave.dibb@penton.com
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- ALLEN BARKVE** | General Manager
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