

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

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

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

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

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