



WISCONSIN STATE FARMER

2010 ADVERTISING INFORMATION

2010 Special Issues

NORTHERN ILLINOIS FARM SHOW
January 7-10, 2010
NIU Convocation Center, DeKalb, IL

MIDWEST FARM SHOW
January 13 & 14, 2010
La Crosse Center, La Crosse, WI

WISCONSIN CORN/SOY EXPO
January 28 & 29, 2010
Wisconsin Dells, WI

EAU CLAIRE FARM SHOW
March 2 & 3, 2010
Indoor Sports Center, Eau Claire, WI

WPS FARM SHOW
March 30 - April 1, 2010
EAA Grounds, Oshkosh, WI

MIDWEST HORSE FAIR
April 16-18, 2010
Alliant Energy Center, Madison, WI

FARM TECHNOLOGY DAYS
July 20-22, 2010
Price County, WI

WORLD DAIRY EXPO
September 28 - October 2, 2010
Madison, WI

UW SEED TRIAL RESULTS
December

When the Paper is Received

Friday - 74% Monday - 7%
Saturday - 16% Other - 3%

TRUCKS, TRUCKS, TRUCKS

94% of our Readers own a pickup or larger truck.

2.5 Readers per copy, over 60,000 readers per week!

Average Age of Reader: 52

TYPE OF FARMS:

33% - Dairy Farms
33% - Dairy & Beef
28% - Beef Farms
23% - Cash Crops
9% - Hogs
4% - Horses

89% Own Their Farms

Advertising

Rick Chambers, Eastern Wisconsin
Cell 715-281-2430

Donn Eckert, Southwestern Wisconsin
Cell 920-422-8311

Dave Dunn, Northwestern Wisconsin & Iowa
Cell 715-412-2515

John Erbenraut, Southeastern Wisconsin & Northern Illinois
Cell 414-520-5603

Sara Lawrence, Inside, Co-op Sales & Auction Advertising
800-236-3313, 715-258-4380

Dan Maglior, Advertising Manager
800-236-3313, 715-258-1332

Pat Hull, Sales Assistant, 715-258-4395

Contact Us

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EDITORIAL E-MAIL:
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2010 ADVERTISING RATES

Farmer's Trading Post

A weekly, tabloid-sized section of the WISCONSIN STATE FARMER containing classified advertising.

A "Trading Post" page is 6 columns by 13.75 inches.

\$14.50 Per Column Inch
(1 column by 1 inch minimum)

**FARMER'S TRADING POST
SECTION DEADLINES!**
(Classified Advertising)

Display - Tuesday, 5 p.m.
Line Ads - Tuesday, Noon

Insert Rates

8"x10" single sheet \$1,450.00

Please contact your sales representative or our office for quotes on larger inserts.

Inserts must be included in entire edition and must meet U.S. Postal Service standards for inclusion in a Periodical Class publication.

~ ADVERTISING AGENCY RATE ~

Open Rate Plus 17.64% that is commissionable at 15% if paid within 30 days. Contract rates available.

Display Rates

Effective January 1, 2010
(Nonclassified)

\$13.40 Per Column Inch
(1 column wide by 1 inch deep)
(1 column by 3 inch minimum)

~ VOLUME DISCOUNTS ~
(Non-Contract)

Price Per Column Inch

40 Column Inches + \$13.15

90 Column Inches + \$12.60

182.25 Column Inches + \$10.05

Black plus one color at no additional charge for ads over 90 column inches.

**DISCOUNTS DO NOT APPLY ON
ACCOUNTS OVERDUE 30 DAYS!**

~ DIMENSIONS ~
COLUMN WIDTH

1 column.....	1.44 inches
2 column.....	3.01 inches
3 column.....	4.58 inches
4 column.....	6.15 inches
5 column.....	7.72 inches
6 column.....	9.29 inches
7 column.....	10.86 inches
8 column.....	12.43 inches
9 column.....	14 inches

COLUMN LENGTH - 20.25 INCHES

1/8 page.....	20 column inches
1/4 page.....	40 column inches
1/2 page.....	90 column inches
Full page.....	182.25 column inches

DISPLAY ADVERTISING DEADLINE!
Wednesday Noon For That Friday's Issue

YEARLY CONTRACT RATES ARE ALSO AVAILABLE.

For information on rates, contact your advertising representative at 800-236-3313.

All preprints must have a 2% inserting waste factor added to the distribution request, based upon an annual CVC audited distribution number. Significant changes in distribution will be communicated to the advertiser.

SPOT COLOR & 4-Color
\$1.60 per column inch: \$30.00 minimum charge.

Publisher reserves the right to reject or cancel any advertisement at any time. We will not be responsible for errors resulting from handwritten copy. Credit on advertising is limited to the amount of space purchased in which the error on our part occurred.

WISCONSIN
STATE FARMER