

# WISCONSIN STATE FARMER

## 2009 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.

**\$14.15 Per Column Inch**  
(1 col. x 1" min.)

**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% which is commissionable at 15% if paid within 30 days.**  
Contract rates available

### DISPLAY RATES

Effective January 1, 2009  
(Non-Classified)

**\$13.00 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 +	\$12.75
90 Column Inches +	\$12.25
182.25 Column Inches +	\$9.75

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 1/2 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 or call Dan Maglior at 715-258-1332 or 800-236-3313.**

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

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.

**SPOT COLOR & 4-COLOR**  
**\$1.30 per column inch: \$30.00 min. chg.**

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## 2009 Advertising Information

### 2009 SPECIAL ISSUES

- NORTHERN ILLINOIS FARM SHOW**  
January 7 & 8, 2009  
NIU Convocation Center, DeKalb
- MIDWEST FARM SHOW**  
January 14 & 15, 2009  
La Crosse Center, La Crosse
- WISCONSIN CORN/SOY EXPO**  
January 29 & 30, 2009, Wisconsin Dells
- EAU CLAIRE FARM SHOW**  
March 3 & 4, 2009  
Indoor Sports Center, Eau Claire
- WPS FARM SHOW**  
March 31 - April 2, 2009  
EAA Grounds, Oshkosh
- MIDWEST HORSE FAIR**  
April 17, 18 & 19, 2009  
Alliant Energy Center, Madison
- FARM TECHNOLOGY DAYS**  
July 21-23, 2009, Dodge County, WI
- WORLD DAIRY EXPO**  
September 29 - October 3, 2009 Madison
- 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% - Own Horses

89% Own Their Farms

### PERCENTAGE OF ADVERTISING READ WEEKLY

82% Read "All" or "Most" of the ads.  
18% Read "Some" ads each week.  
0% Don't read any of the ads.



### ADVERTISING SALES

- Dan Maglior, Advertising Manager  
800-236-3313, 715-258-1332
- Sara Lawrence,  
Inside & Co-op Sales  
Auction Advertising  
800-236-3313, 715-258-4380
- Rick Chambers, Eastern Wisconsin  
Cell 715-281-2430
- Dave Dunn, Northwest Wisconsin  
Cell 715-412-2515
- John Erbenraut, Southeast Wisconsin  
& Northern Illinois  
Cell 414-520-5603
- Donn Eckert, Southwest Wisconsin  
Cell 920-422-8311

### Contact Us:

**ADVERTISING E-MAIL:**  
wsfsales@jcpgroup.com

**EDITORIAL E-MAIL:**  
cgunst@jcpgroup.com

**WWW.WISFARMER.COM**  
**715-258-8450 • 800-236-3313**  
**Fax 715-258-8162**

