

# 2008 CLASSIFIED RATE BOOK



HIGH PLAINS/MIDWEST AG  
**JOURNAL**™



*Serving farmers  
and ranchers  
in the heartland  
for more than 50 years*

# CLASSIFIED RATE BOOK

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1500 East Wyatt Earp Blvd.  
Dodge City, KS 67801-0760  
Tel: 888-227-7171  
Fax: 620-227-7173  
www.hpj.com

**Tom Taylor**, *Publisher*

**John Seatvet**, *Sales Manager*

**Tim Banta**, *Classified Advertising Manager*

**Dee Thorpe**, *Classified Customer Service Manager*

## MARKETING CONSULTANTS

### DODGE CITY OFFICE

(800) 452-7171

**Tim Banta**

Ext. 1833

tbanta@hpj.com

**Gerry McDonald**

Ext. 1839

gmcdonal@hpj.com

**Mike Jones**

Ext. 1841

mjones@hpj.com

**John Presley**

Ext. 1832

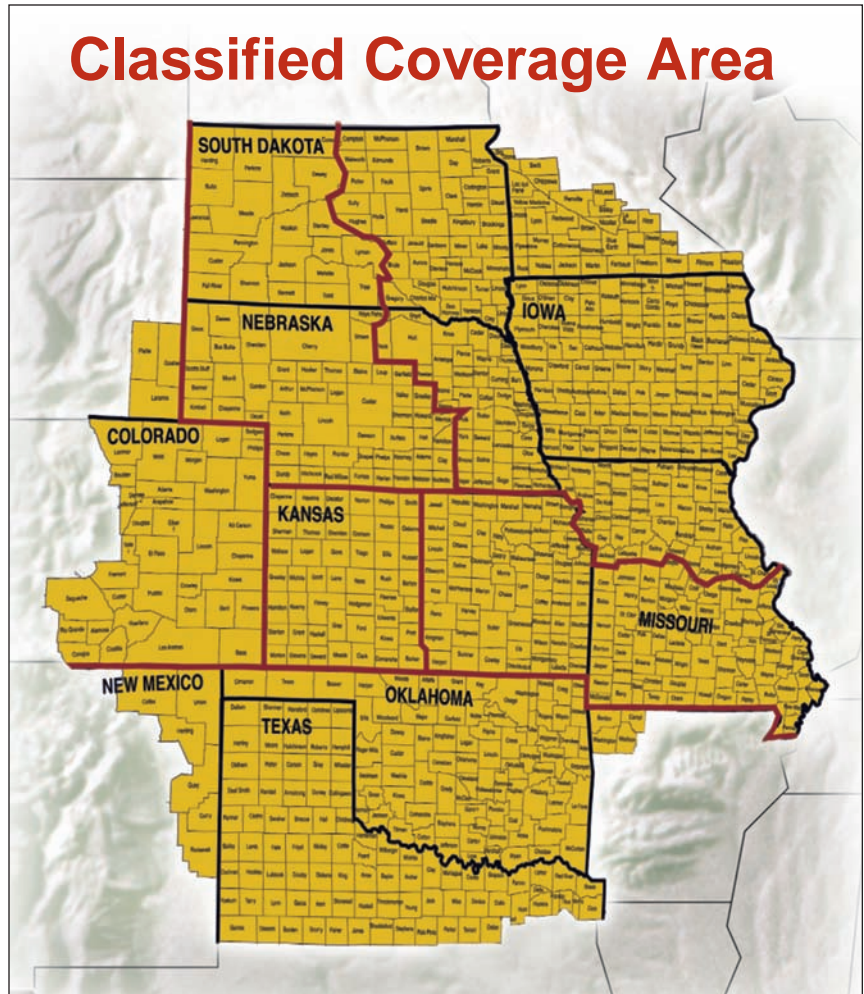
jpresley@hpj.com

**Pete Weil**

Ext. 1837

pweil@hpj.com

## Classified Coverage Area



## OUTSIDE SALES OFFICES

**Linda Burton**

Ft. Collins, CO

Ph: (970) 226-3121

Fax: (970) 226-3853

burton@frii.com

**Ken Dean**

Olathe, KS

Ph: (913) 390-9030

Fax: (913) 390-9031

kendean@comcast.net

**Ineze Jenkins**

Dumas, TX

Ph: (806) 935-9178

Fax: (806) 935-9206

ineze@amaonline.com

**Joy Patton**

Lawrence, KS

Ph: (785) 841-7191

Fax: (785) 841-7292

jhpj@sunflower.com

**Jami Perez**

Hays, KS

Ph: (785) 625-1724

Fax: (785) 625-1722

jamperezhpj@gmail.com

**Ddee Custer**

Weatherford, OK

Ph: (580) 774-2616

Fax: (580) 774-1805

ddeec@itlnet.net

**Sandy Droste**

Wichita, KS

Ph: (316) 529-0162

Fax: (316) 529-0035

droste9@cox.net

**Deb Jones**

Stilwell, KS

Ph: (913) 498-1802

Fax: (913) 498-1804

debhpj@kc.rr.com

**Dominic Pianto**

Hays, KS

Ph: (785) 625-6880

Fax: (785) 623-4572

dpianaltohpj@ruraltel.net

**Jim Martin**

Elkhorn, NE

Ph: (402) 289-1734

Fax: (402) 289-1735

martin\_hpj@hotmail.com

## LIVESTOCK MARKETING CONSULTANTS

### DODGE CITY OFFICE

(800) 452-7171

**Rod Swafford**

*Manager*

Ext. 1860

Fax: (620) 227-9011

swafford@hpj.com

**Nancy Ridge**

*Advertising Coordinator*

Ext. 1861

Fax: (620) 227-9011

nridge@hpj.com

### OUTSIDE OFFICE

**Guy Peverley**

Wamego, KS

Ph: (785) 456-9911

Fax: (785) 456-7607

gtpjev@wamego.net

**Ken Rockenbach**

Alva, OK

Ph: (580) 327-3050

Fax: (580) 327-3017

krhpj@sbcglobal.net

## MIDWEST U.S.

**Hurst & Associates, Inc.**

*Vernon Hills, IL*

Ph: (800) 397-8908

Fax: (847) 438-8105

hurstp19@comcast.net

## WESTERN U.S.

**Brian Flahive**

*Tucson, AZ*

Ph: (520) 982-4339

Fax: (520) 743-4442

brian.flahive@flahive.com



# 2008 CLASSIFIED ADVERTISING RATES

## DISPLAY RATES

Open Rate	6x	*13x	*26/52x
\$89.30	\$81.45	\$75.35	\$54.40

\*10% prepay discount option.

## DISPLAY AD ENHANCEMENTS

**Bold, Italics, Underline, Borders, Logos, Photos**

**Bold, italicize or underline and borders**

Open/6x	13x	26/52x
\$4 ea. enhancement/line	\$3 ea. enhancement/line	\$2 ea. enhancement/line

**All multi-column ads are featured with borders at no charge**

**Logos:** (Minimum height 1/2") Setup fee: \$20. Logo setup deadline, Monday, 5:00 PM.

**Photos:** (Photo Size 2" wide by 1" tall minimum) Bill for space only, no setup fee. Photo setup deadline, Monday, 5:00 PM.

**Fonts:** 8, 9 or 14 pt. New Century Schoolbook font only (except logos).

**Web:** Include your ad on [www.hpj.com](http://www.hpj.com). Open rate and/or word ads \$1/week.

## WORD RATES

(10 word minimum — consecutive weeks)

1x	2x	3-9x	10 or more x
\$2.80/word	\$2.60/word	\$2.20/word	\$2.10/word

**Word Ad Enhancements:** \$5 per enhancement: **Bold, italicize or underline.** Any word(s) or entire ad. *Blind Box service available.*

## POLICY

High Plains / Midwest Ag Journal assumes no financial responsibility for omission of copy or for typographical errors.

Credit returned to the advertiser shall not exceed the cost of that portion of space attributed to the error.

Contracts not fulfilled will be billed at the applicable rate.

All advertising is subject to the final approval and acceptance by High Plains/Midwest Ag Journal. We reserve the right to edit and reject any advertisements.

Classified section appears in all editions (not agency commissionable)

[www.hpj.com](http://www.hpj.com) • [www.EquipmentForTheFarm.com](http://www.EquipmentForTheFarm.com)

### DEADLINE

Wednesday—12:00 noon CST

### CONTACT

E-mail ads to:  
[ads@hpj.com](mailto:ads@hpj.com)

E-mail logos and/or photos to:  
[clslogos@hpj.com](mailto:clslogos@hpj.com)

Phone:  
(888) 227-7171 or (620) 227-7171

Fax:  
(620) 227-7173 or (620) 227-1850



# www.Equipment for the Farm.com



farm & ranch classifieds online

**www.EquipmentForTheFarm.com**  
**for the Journal Classifieds Contract Advertiser**

## What's New?

- More equipment
- More photos
- More search options—make, model, year, price, horsepower, drive, etc.

## Multi-Media Coverage

### It Pays to Cover Your Bases when Marketing Ag Equipment

Print – The value of print advertising is alive and well. In fact, 59% of producers rate ag publications as their principal source of learning about new products, equipment and suppliers, according to the American Business Media Agri Council.

### According to the Readex Study of readership on the Journal Classifieds:

- 91% saw it – over 112,000 readers each week
- 81% read it – over 96,000 readers each week
- 60% found useful – over 54,000 readers each week

**Web** – loyal www.hpj.com visitors and infinite information-seekers who access up-to-the-minute news and markets, as well as over 275,000 pages of article archives

- Avg. Page Views: 2,035,470/month
- Avg. Time Spent: 15.5 minutes/visitor
- Avg. Visitors: 119,760/month

—January 2008 stats

## Price

- Current Classified Contract Advertiser: FREE, unlimited listings
- Non-contract Advertisers: \$49.95/week, unlimited listings

