



Rates & Data Book No. 62
(Effective January 1, 2008)



**HIGH PLAINS JOURNAL
MIDWEST AG JOURNAL**

Box 760 • 1500 East Wyatt Earp Blvd.
Dodge City, KS 67801-0760

(800) 452-7171 Fax: (620) 227-7173
www.hpj.com

PERSONNEL

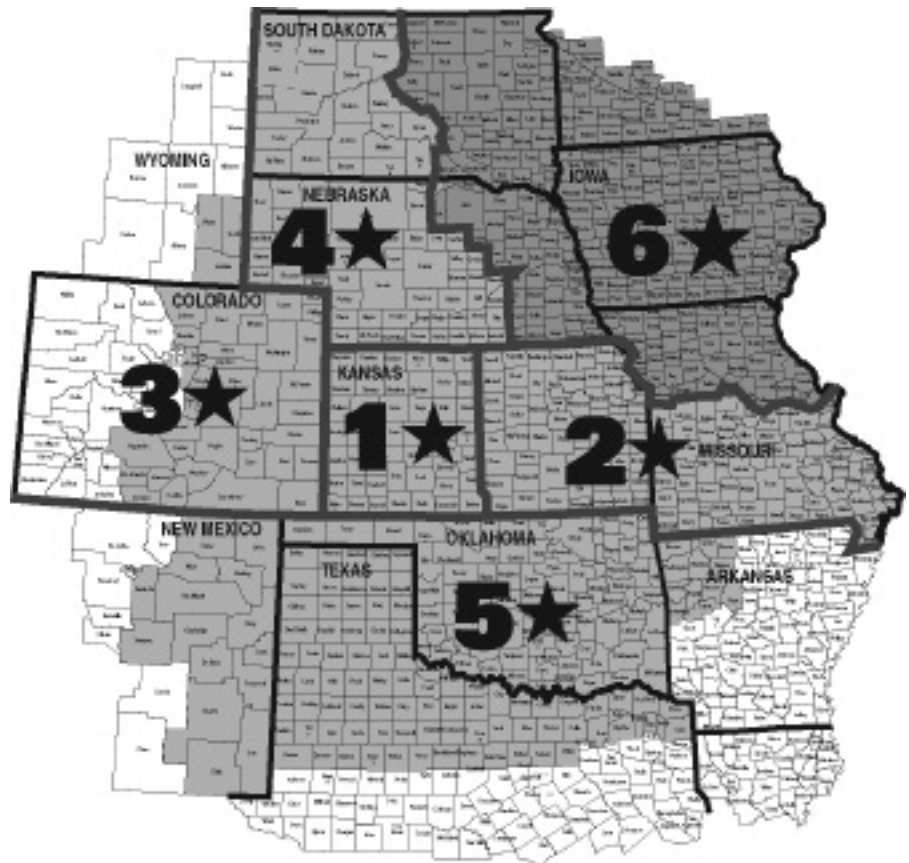
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Terry Frisbie, Production Manager
John Seatvet, Sales Manager
Holly Martin, Editor
Todd Fuller, Director of Consumer Mktg
Jeff Keeten, Circulation Manager
Luke Waldron, Art Director
Kristen Winter, Marketing Director

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**High Plains Journal
Midwest Ag Journal**



Land of Opportunity

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ADVERTISING RATES

NEWSPRINT						
HIGH PLAINS JOURNAL						MIDWEST AG JOURNAL
	1★ Western Kansas	2★ Eastern Kansas S. Missouri	3★ Colorado Wyoming	4★ W. Nebraska W. South Dakota	5★ Oklahoma Texas/N. Mexico	6★ E. South Dakota E. Nebraska/Iowa N. Missouri
	9,900	10,400	5,100	4,200	13,100	10,400
Full Pg.	\$2,550.80	\$2,409.40	\$1,281.00	\$1,058.40	\$3,136.00	\$2,380.00
Junior Pg.	1,457.60	1,367.80	732.00	604.80	1,792.00	1,360.00
Half Pg.	1,275.40	1,204.70	640.50	529.20	1,568.00	1,190.00
Quarter Pg.	637.70	602.35	320.25	264.60	784.00	595.00
Eighth Pg.	318.85	301.18	160.13	132.30	392.00	297.50
Inch	36.44	34.42	18.30	15.12	44.80	34.00

Newsprint Color Rates

Additional Color, 1 Region	\$250.00
Additional Color, 2 Regions	\$350.00
Additional Color, 3 Regions	\$450.00
Additional Color, 4 or more Regions.....	\$550.00

Copy Split Charges

Within each regional edition:

Black only	\$85.00
2/Color	\$155.00
4/Color	\$330.00

Coated Stock

Live matter should be 1/2 inch inside page margin. All digital art via email, CD or zip disks will be accepted. Required proofs with CD or Zip disk. Faxed proof required for all e-mailed copy. For further information on digital policy please contact Toni Day at 1-800-452-7171, ext. 1846.

Coated Stock Color Rates

Per Additional color	\$550.00
4/Color	\$1,650.00

Copy Split Charges, Per Change

Black only	\$475.00
2/Color.....	\$650.00
4/Color.....	\$995.00

COATED STOCK—ALL EDITIONS

Average Circulation 53,100

	B/W	2/C	4/C
Full Pg.	\$12,815.60	\$13,365.60	\$14,465.60
Junior Pg.	7,323.20	7,873.20	8,973.20
Half Pg.	6,407.80	6,957.80	8,057.80
Quarter Pg.	3,203.90	—	—
Eighth Pg.	1,601.25	—	—
Inch	183.08	—	—

YOUR MARKETING OPPORTUNITIES

INTERNET ADVERTISING

Extend your print message on www.hpj.com, one of the top ranked web sites in agriculture. Tile ads, skyscraper ads, sponsorships listings... these and more are available for marketing purposes.

DATABASE RENTAL

High Plains Journal/Midwest Ag Journal offers a prime, demographically qualified list of 180,000 top crop and livestock producers for list rental use.

SPECIAL NOVEL UNITS

Advertorial cover wraps, supplements, gatefolds and more are offered on a competitively priced basis.

CUSTOM PUBLISHING

Full service web and sheet fed printing, inexpensive one-color to high quality four-color insert or supplement printing capabilities are offered.

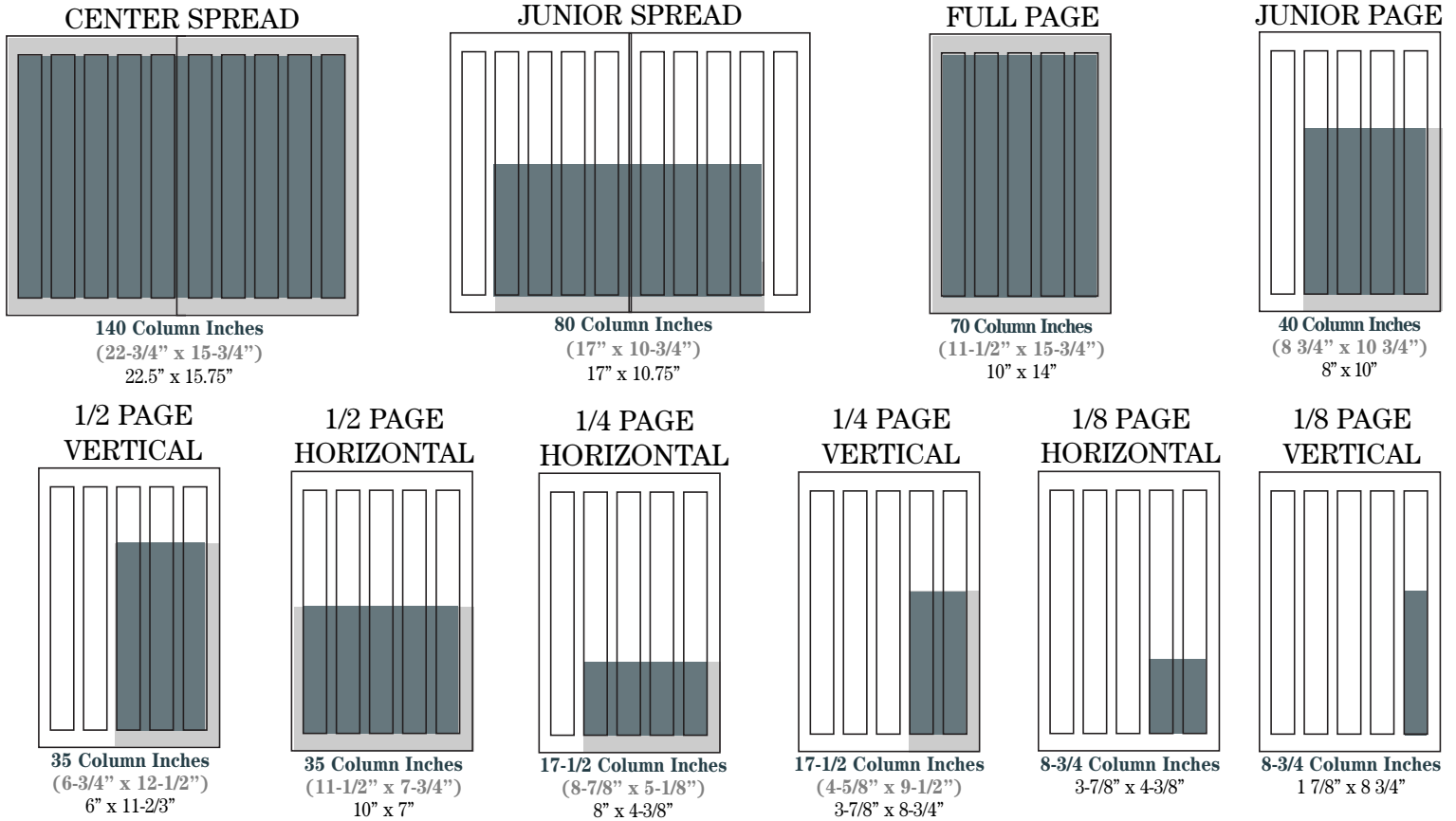
MECHANICAL REQUIREMENTS

Non-Standard Size Units: Space between two standard units is figured at the inch rate.

Space Unit: Standard Page 10.083 x 14 inches (5 columns; each 11.6 picas wide with .9 pica between columns and 14" deep.)

★ **Sending Digital Art? Email to: art@hpj.com**

Digital art questions? Call Toni Day at 1-800-452-7171 ext. 1846.



(Bleed size shown in parenthesis)

INSERTS FURNISHED

INSERT SPECIFICATIONS

Maximum Size: 15 1/2" x 11 1/2" (15" x 11" trimmed)

Minimum Size: 5 7/8" x 4 3/4" untrimmed

Allow for 1/4" trim at the bottom of the insert

Signature Inserts: All inserts need special approval from HPJ Production Manager. (4, 8, 16 page) require 1/2" minimum lip on the low folio. Minimum stock weight: 4 page—70 lb. book, 8 page and up—45 lb. book. The insert is jogged to the foot and has a 1/4" foot trim.

Binding Tab: (high folio)

Single sheet inserts and postcards require a binding tab in the high folio position. The tab width should be half the width of the product with an absolute minimum of 4".

FULL EDITION

Postcard Inserts Available...Call for quotation.

4 pages or under tabloid size or less	\$98.00/M
8 pages, tabloid size or less	\$125.00/M
12 pages, tabloid size or less	\$138.00/M
16 pages, tabloid size or less	\$158.00/M

LESS THAN FULL EDITION

Set-up fee	\$70.00
Per Zip code stop	\$50.00

Above costs are in addition to per 1,000 costs listed.

CIRCULATION

PRICE: By Subscription \$64.00 a year, single copy \$4.00

HOW OBTAINED: Principally by mail, new and renewal subscriptions, circulation agents.

MEMBER:



Audit Bureau
of Circulation



American
Business Media



Livestock
Publications Council

GENERAL RATE POLICY

RATES EFFECTIVE JANUARY 1, 2008

All advertising is agency commissionable, including contracts. (Not applicable for classified advertising.)

CONTRACT AND COPY REGULATIONS

Contract Year: Advertising must be inserted within one year of the first insertion to earn the bulk rate. Cancellation of any portion of a contract nullifies all rate protection. Orders for more than one year not accepted.

Copy Acceptance: High Plains Journal/Midwest Ag Journal reserves the right to reject any advertising within a reasonable time after receipt of proofs of text and illustration. 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 there-from made against the publisher.

Cancellations: Not accepted after closing dates.

Split Runs: No premium is charged for changing advertising by regional edition in the newsprint. Advertiser will be charged for split run costs incurred within an edition.

Advertiser's Liability: The publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher, and all advertising agencies are considered the legal agent of the advertiser.

COMMISSION

COMMISSION: 15% of the gross display space billing to recognized advertising agencies.

FREQUENCY AND BULK DISCOUNTS

FREQUENCY DISCOUNTS

1X	7X	13X	17X	26X	39X	52X
Open	4%	6%	8%	10%	12%	14%

BULK DISCOUNTS

240"	400"	800"	1200"	1600"
3%	6%	9%	12%	15%

Rates are determined by the number of inches and/or multiple insertions contracted for and used during a twelve-month period in a regional edition. No additional discount allowed for using more than one regional edition. Discounts applicable to ad space only, not to color and plate change charges.

ISSUE AND CLOSING DATES

All Editions — Western Kansas, Eastern Kansas/S. Missouri, Colorado/Wyoming, W. Nebraska/W. South Dakota, Oklahoma/Texas/New Mexico and E. Nebraska/E. South Dakota/Iowa/N. Missouri—are published Monday of each week. The 4-color coated stock runs in all editions.

Newsprint Stock — Color - 2 weeks preceding publication date. B/W - One week preceding publication date.

Coated Stock — All ads - three weeks preceding publication date.

LIVESTOCK BUYERS GUIDE

OPEN RATE: \$106.00 per column inch. 6 week contract rate, \$100.00 per column inch. 13 week contract rate, \$96.00 per column inch. 26 week contract rate, \$84.00 per column inch. All contract rates carry a 10% discount if paid in advance. The Livestock Buyers Guide pages cover our entire 10 state coverage area and offer ideal ad placement. The closing date is one week prior to Monday publication date.

AGMART

Reach over 105,000 loyal Journal subscribers with a full color ad at an economic price! Great positioning inside highly read classified section (when available.)

2008 PRICING SCHEDULE

All pricing is *NET* to client, ad size — 4 3/4" x 2 3/4"

<u>1 TO 3X</u>	<u>4 TO 6X</u>	<u>7 TO 9X</u>	<u>10 TO 12X</u>
\$540/INSERTION	\$515/INSERTION	\$490/INSERTION	\$465/INSERTION

Publication date is the last Monday of each month. Ad space and material deadline is three weeks prior to publication date.

NOTE: Insertions ordered must be used up in a 12-month period. The rate for any insertions ordered but used and billed to reflect actual insertions run.

DIRECTORIES

Agriculture's Big Book
Journal GetAways
Livestock Industry Source

Ag Products and Services
Travel and Recreation
Livestock Services

www.agbigbook.com
www.journalgetaways.com
www.livestockindustrysource.com

2008 EDITORIAL CALENDAR & CLOSING DATES

JANUARY

- 7 NATIONAL WESTERN STOCK SHOW**
12-17-07 (Coated Stock)
12-31-07 (B/W Newsprint)
- 14 FARM SHOP**
12-24-07 (Coated Stock)
1-07-08 (B/W Newsprint)
CSU MULTI CROP BOOK
12-17-07 (Coated Stock)
- 21 AG CHEMICAL**
12-31-07 (Coated Stock)
1-14-08 (B/W Newsprint)
KSU SUNFLOWER BOOK
12-24-07 (Coated Stock)
- 28 PRECISION AG**
AGMART (CS)
1-07-08 (Coated Stock)
1-21-08 (B/W Newsprint)
COLORADO FARM SHOW
1-21-08 (B/W Newsprint)
IOWA POWER FARMING SHOW
1-21-08 (B/W Newsprint)

MAY

- 5 INSECT CONTROL**
4-14-08 (Coated Stock)
4-28-08 (B/W Newsprint)
- 12 GETAWAYS**
4-21-08 (Coated Stock)
5-05-08 (B/W Newsprint)
JOURNAL GETAWAYS
4-07-08 (Coated Stock)
- 19 HAY FORAGE & PASTURE**
4-28-08 (Coated Stock)
5-12-08 (B/W Newsprint)
- 26 DAIRY**
AGMART (CS)
5-05-08 (Coated Stock)
5-19-08 (B/W Newsprint)
BEEF EMPIRE DAYS
5-05-08 (Coated Stock)

SEPTEMBER

- 1 BEEF/STOCKER CATTLE**
8-11-08 (Coated Stock)
8-25-08 (B/W Newsprint)
- 8 CORN**
8-18-08 (Coated Stock)
9-01-08 (B/W Newsprint)
- 15 FARM HEALTH & SAFETY**
8-25-08 (Coated Stock)
9-08-08 (B/W Newsprint)
- 22 AGRITOURISM**
9-1-08 (Coated Stock)
9-15-08 (B/W Newsprint)
OZARK FALL FARMFEST
9-15-08 (B/W Newsprint)
- 29 AG MARKETING**
AGMART (CS)
9-08-08 (Coated Stock)
9-22-08 (B/W Newsprint)

FEBRUARY

- 4 FARM EQUIPMENT**
1-14-08 (Coated Stock)
1-28-08 (B/W Newsprint)
WESTERN FARM SHOW***
1-07-08 (Coated Stock)
TEXOMA FARM SHOW
1-28-08 (B/W Newsprint)
- 11 ANIMAL HEALTH**
1-21-08 (Coated Stock)
2-04-08 (B/W Newsprint)
ANGUS INSERT
1-21-08 (Coated Stock)
NEW MEXICO AG EXPO
2-04-08 (B/W Newsprint)
- 18 CORN (Readex Red Sticker Study)***
1-28-08 (Coated Stock)
2-11-08 (B/W Newsprint)
- 25 COTTON/ROW CROPS**
AGMART (CS)
2-04-08 (Coated Stock)
2-18-08 (B/W Newsprint)
TRIUMPH OF AG
2-18-08 (B/W Newsprint)

JUNE

- 2 ALFALFA**
5-12-08 (Coated Stock)
5-26-08 (B/W Newsprint)
- 9 SOIL PREPARATION**
5-19-08 (Coated Stock)
6-02-08 (B/W Newsprint)
WESTERN CANADA FARM
PROGRESS SHOW
5-12-08 (Coated Stock)
- 16 WHEAT/PORK**
5-26-08 (Coated Stock)
6-09-08 (B/W Newsprint)
- 23 CONSERVATION**
6-02-08 (Coated Stock)
6-16-08 (B/W Newsprint)
- 30 LAND VALUES**
AGMART (CS)
6-09-08 (Coated Stock)
6-23-08 (B/W Newsprint)

OCTOBER

- 6 SOYBEANS**
9-15-08 (Coated Stock)
9-29-08 (B/W Newsprint)
- 13 SEEDSTOCK (Readex Red Sticker Study)***
9-22-08 (Coated Stock)
10-06-08 (B/W Newsprint)
LIVESTOCK INDUSTRY
SOURCE DIRECTORY
9-08-08 (Coated Stock)
- 20 HARVEST**
9-29-08 (Coated Stock)
10-13-08 (B/W Newsprint)
JOHN DEERE
SUPPLEMENT
9-29-08 (Coated Stock)
- 27 HORSES**
AGMART (CS)
10-06-08 (Coated Stock)
10-20-08 (B/W Newsprint)
WICHITA FARM SHOW
10-20-08 (B/W Newsprint)

MARCH

- 3 BEEF/FED CATTLE**
2-11-08 (Coated Stock)
2-25-08 (B/W Newsprint)
NCBA CONF. 2-11-08 (CS)
- 10 SUNFLOWERS/AG YOUTH**
2-18-08 (Coated Stock)
3-03-08 (B/W Newsprint)
- 17 SORGHUM / RENEWABLE ENERGY**
2-25-08 (Coated Stock)
3-10-08 (B/W Newsprint)
MID AMERICA FARM EXPO
3-10-08 (B/W Newsprint)
- 24 SOYBEANS/OIL SEEDS**
3-03-08 (Coated Stock)
3-17-08 (B/W Newsprint)
COMMODITY CLASSIC
3-03-08 (Coated Stock)
- 31 CANOLA**
AGMART (CS)
3-10-08 (Coated Stock)
3-24-08 (B/W Newsprint)

JULY

- 7 SEED WHEAT**
6-16-08 (Coated Stock)
6-30-08 (B/W Newsprint)
- 14 HAY PRODUCTION**
6-23-08 (Coated Stock)
7-07-08 (B/W Newsprint)
FOUR STATE FARM SHOW
7-07-08 (B/W Newsprint)
- 21 FARM & RANCH MANAGEMENT****
6-30-08 (Coated Stock)
7-14-08 (B/W Newsprint)
- 28 VALUE-ADDED AG**
AGMART (CS)
7-07-08 (Coated Stock)
7-21-08 (B/W Newsprint)

NOVEMBER

- 3 BEEF/COW-CALF**
10-13-08 (Coated Stock)
10-27-08 (B/W Newsprint)
CASE IH SUPPLEMENT
10-13-08 (Coated Stock)
GATEWAY FARM SHOW
10-27-08 (B/W Newsprint)
- 10 COTTON HARVEST / AG RESEARCH**
10-20-08 (Coated Stock)
11-03-08 (B/W Newsprint)
AMARILLO F & R SHOW***
10-13-08 (Coated Stock)
- 17 CROP INPUTS**
10-27-08 (Coated Stock)
11-10-08 (B/W Newsprint)
- 24 AG TECHNOLOGY**
AGMART (CS)
11-03-08 (Coated Stock)
11-17-08 (B/W Newsprint)
NEBRASKA FARMING
POWER SHOW
11-17-08 (B/W Newsprint)

APRIL

- 7 IRRIGATION**
3-17-08 (Coated Stock)
3-31-08 (B/W Newsprint)
SOUTHERN PLAINS
FARM SHOW***
3-10-08 (Coated Stock)
- 14 LIVESTOCK PHARMACEUTICALS**
3-24-08 (Coated Stock)
4-07-08 (B/W Newsprint)
- 21 RANGE MANAGEMENT**
3-31-08 (Coated Stock)
4-14-08 (B/W Newsprint)
SMALL GRAIN
SOLUTIONS 3-31-08 (CS)
- 28 SPRING PLANTING**
AGMART (CS)
4-07-08 (Coated Stock)
4-21-08 (B/W Newsprint)
3i SHOW INSERT
3-31-08 (Coated Stock)

AUGUST

- 4 SEED**
7-14-08 (Coated Stock)
7-28-08 (B/W Newsprint)
KANSAS WHEAT SEED BOOK
7-07-08 (Coated Stock)
- 11 ANIMAL HEALTH**
7-21-08 (Coated Stock)
8-04-08 (B/W Newsprint)
COLORADO WINTER
WHEAT VARIETY BOOK
7-14-08 (Coated Stock)
IRRIGATION RESEARCH SHOW
8-04-08 (B/W Newsprint)
FLINT HILLS BEEF FEST
8-04-08 (B/W Newsprint)
- 18 SPECIALTY CROPS**
7-28-08 (Coated Stock)
8-11-08 (B/W Newsprint)
- 25 AGRICULTURE FINANCE**
AGMART (CS)
8-04-08 (Coated Stock)
8-18-08 (B/W Newsprint)
HUSKER HARVEST DAYS
8-18-08 (B/W Newsprint)

DECEMBER

- 1 RURAL ECONOMIC DEVELOPMENT**
11-10-08 (Coated Stock)
11-24-08 (B/W Newsprint)
TULSA FARM SHOW***
11-03-08 (Coated Stock)
- 8 PREMIERE****
11-17-08 (Coated Stock)
12-01-08 (B/W Newsprint)
- 15 YOUNG FARMER & RANCHER**
11-24-08 (Coated Stock)
12-08-08 (B/W Newsprint)
KSU SOYBEAN VARIETIES BOOK
11-17-08 (CS)
KNID AGRIFEST
12-08-08 (B/W Newsprint)
- 17 BIG BOOK**
11-10-08 (Coated Stock)
- 22 ANTIQUE MACHINERY**
12-01-08 (Coated Stock)
12-15-08 (B/W Newsprint)
TOPEKA FARM SHOW***
11-24-08 (Coated Stock)
- 29 AG TRENDS FOR 2009**
AGMART (CS)
12-08-08 (Coated Stock)
12-22-08 (B/W Newsprint)

* Advertising & Editorial Readership Study

** Advertiser's Resource Directory - Advertising and Editorial

*** Exclusive Farm Show Directory

Deadlines: Coated Stock is due: 3 weeks prior to issue date B/W Newsprint is due: 1 week prior to issue date 4/Color Newsprint is due: 2 weeks prior to issue date