

2012 CLASSIFIED RATE BOOK



HIGH PLAINS/MIDWEST AG
JOURNAL™

CLASSIFIED RATE BOOK

No. 17 — Effective: January 2012

High Plains / Midwest Ag Journal reaching over 50,000 paid subscribers in a 12-state area.



HIGH PLAINS / MIDWEST AG
JOURNALTM

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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*

Join the **POWER of PRINT** with the **ACTION on the INTERNET!**

Print advertising still holds its effectiveness.

- 70% of readers still purchase from print.
- Industry experts confirm that print drives traffic to the web.

What makes advertising in the *Journal Classified* section worth the investment?

- Reach 120,000 loyal readers of *High Plains / Midwest Ag Journal* each week.
- 78% take action after reading the *Journal Classifieds* (contact a dealer, research it on the internet, etc.).

***High Plains / Midwest Ag Journal* readers are your best prospects...**

- They spend \$43 billion for farm inputs.
- And \$14.9 billion in the livestock market.

Ask about LandJournal and EFTF!

LANDJOURNAL.com

FARM & RANCH REAL ESTATE • AUCTIONS

Browse and search real estate and auctions
for farm, ranch and ag properties

www.EquipmentForTheFarm.com
features farm & ranch classifieds online

- more photos
- more equipment
- more search options



2012 CLASSIFIED ADVERTISING RATES

CLASSIFIED DISPLAY RATES - Per Column Inch

Open Rate	6x	*13x	*26/52x
\$98.00	\$90.00	\$83.00	\$59.00

*10% prepay discount option on 13, 26 or 52 week contract programs.

Note: All contract programs are consecutive weeks.

CLASSIFIED DISPLAY AD ENHANCEMENTS

Bold, *italicize*, underline, ~~strike through~~ text and borders around the ad

Open/6x	13x	26/52x
\$4.00 ea.	\$3.00 ea.	\$2.00 ea.
enhancement /line	enhancement /line	enhancement /line

Logos: (Minimum height 1/2") Setup fee: \$20. Logo setup deadline, Wednesday, 12:00* noon

Photos: (Photo Size 2" wide by 1" tall minimum) Bill for space only, no setup fee.

Photo setup deadline, Wednesday, 12:00 noon*

Borders: No charge on multi-column ads.

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

Web: Include your ad on www.HPJ.com. Open rate and/or word ads \$2/week.

WORD RATES

(10 word minimum — consecutive weeks)

1x	2x	3-9x	10 or more x
\$3.10/word	\$2.90/word	\$2.50/word	\$2.30/word

Word Ad Enhancements: \$5 per enhancement: **Bold**, *italicize*, underline or ~~strike through~~ text.

Any word(s) or entire ad. \$5 Blind Box service available. \$2 Internet listing 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 final approval and acceptance by High Plains/Midwest Ag Journal.
- We reserve the right to edit and/or reject any advertisements.
- Classified Ads are not agency commissionable.

CLASSIFIED ADS PHOTOS AND LOGO DEADLINE

Wednesday—12:00 noon*

CONTACT



E-mail ads to: ads@hpj.com

E-mail logos and/or photos to: clslogos@hpj.com

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

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

www.HPJ.com

www.EquipmentForTheFarm.com

www.LandJournal.com

*All time-related deadlines are based on Central time.

Jones Real Estate

320 ac. CRP, Stanton Co.....\$168,000
5,308 ac. Ranch, impr.... \$2,654,000
160 ac. CRP, Carson Co.....\$104,000
640 ac. CRP, Ford Co.....\$405,500
Midwest City, OK

1-800-000-0000

Ad shown actual size.

1 Column x 1" ad

1 column inch - classified display

Open rate.....\$98.00/wk.

*26 wk. rate...\$59.00/wk.

*Prepaid.....\$53.10/wk.



New Trucks Arriving Daily!

'05 Pete 379 475 Cat 18sp.....\$48,500
'04 Pete 475 Cat, 18 sp.....\$39,500
'95 Pete Cat 63'.....\$25,000
'99 IHC 9100 Daycab, 10sp...\$23,000
'00 Frtlnr FLD120 Daycab...\$24,895
'02 Frtlnr Columbia Daycab...\$28,895
'96 KW T800 TS, Daycab.....\$25,000

**"We Specialize in Good, Clean,
Low Mileage Trucks!"
THAT'S OUR GUARANTEE!
TRUCKS-R-US, INC.**

Amarillo, TX
1-800-000-0000

Ad shown actual size.

1 Column x 3" ad

3 column inches - classified display

Open rate.....\$294.00/wk.

*26 wk. rate.....\$177.00/wk.

*Prepaid.....\$159.30/wk.

Super Blow-Out SALE!

'93 JD 4960, MFWD.....\$38,000
'01 JD 8410, 3858 hrs....\$91,000
'96 JD 8870, 12 spd.....\$56,000
'82 JD 4640 2WD, PS.....\$16,500
JD 4030 w/158 ldr.....\$14,500
'91 JD 8560, 3700 hrs....\$49,500
'86 JD 755 w/ldr.....\$10,500
Low Rate Financing Available



Smith's Farm Supply * 1-800-000-0000

Highway 60, Ledgetown, MO

Ad shown actual size.

2 Column x 2" ad

4 column inches - classified display

Open rate.....\$392.00/wk.

*26 wk. rate.....\$236.00/wk.

*Prepaid.....\$212.40/wk.

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

Make your ad **STAND OUT** with enhancements

Border around ad
Makes your ad more visible.



Logo
Build brand awareness.

Photo
Photos sell!

Bold text

Underline text

Italicize text

Bold / Italicize / Underline

—Emphasizes your point
—Separates certain words to make them 'jump out' on the page.

High Plains/Midwest Ag Journal

- ▶ Has the largest ag classified section in the High Plains.
- ▶ Has over 50,000 paid subscribers with an additional 70,000 pass along readership.
- ▶ Has 100 percent paid circulation with 96 percent readership, and 84 percent of our readers spend 30 minutes to two hours with our paper each week.
- ▶ Is such a vital tool to our subscribers that 93 percent set aside time to read, and 73 percent have been reading 10 years or more.
- ▶ Targets 77 percent of the U.S. fed cattle market. We have over 28,000 cow/calf operations, 15,000 stocker operations and 12,000 feeder operations as subscribers.

Place your ad in any one of these Classifications!

Advertise **the identical ad** in two classes and receive **50% off the second ad.**

10 Airplanes
20 Alternate Energy
30 Announcements
40 Antiques & Collectibles
50 Antiques - Farm Equipment
110 Auctions
70 Auctioneers
80 Building Materials
90 Business Opportunities
100 Campers/RVs/Boats
110 Car/Trucks
120 Computers/Software
130 Consultants - Ag Engineering
140 Cleaning Equipment
150 Chemicals
160 Commodities
170 Cotton Equipment
171 Crop Spraying
180 Disc Rolling/Sharpening
190 Ditching/Terracing
200 Electronic Equipment
210 Employment Wanted
220 Engine Repair
221 Environmental Products/Services
230 Equipment Leasing
240 Farms/Ranches/Real Estate
250 Farms/Ranches Wanted
260 Feed/Grain
270 Seed

280 Seed Cleaning/Equipment
290 Fencing Material
300 Fertilizer/Fertilizer Equipment
310 For Sale - Miscellaneous
320 Financial/Insurance
321 Fishing & Hunting
330 Grain Bins/Dryers/Vacs
340 Harvesting
350 Help Wanted
360 Industrial Equipment
370 Irrigation
380 Land for Lease/Rent
390 Livestock/Animal Health
400 Livestock Equipment
410 Livestock Services
420 Alt. Livestock Pets/Exotics
430 Stocker/Feed Cattle
440 Commercial Cows/Pairs/Heifers
450 Dairy
460 Bulls/Registered Females
470 Livestock Wanted
480 Hogs
490 Horses/Mules
500 Sheep/Goats
510 Pasture
520 Working Dogs
530 Machinery (Compact)
540 Machinery (Farm) For Sale
550 Loans

590 Machinery (Farm) Wanted
600 Metal Buildings
610 Manufactured Housing
620 Modular Housing
630 Motorcycles/ATVs
640 Oil Drilling
650 Parts/Repairs
660 Pipe
661 Plastic Products
665 Pond/Pond Liner
670 Precision Ag
680 Pre-Site Built Homes
690 Rodent Control
700 Salvage
710 Scales
720 Shop Tools/Equipment
730 Solar Equipment
740 Storage Containers/Tanks
750 Tarps
760 Tires/Tracks
770 Trailers
780 Transportation
790 Wanted
800 Waterwell Drilling
810 Welding Supplies
820 Web Sites
830 Windmills
840 Women's Interest

Livestock Classification Listing