

## Advertising Rates:

Black & White	1X	2X	4X
Full Page	\$3,720	\$3,628	\$3,533
2/3 Page	\$2,640	\$2,536	\$2,472
1/2 Page	\$2,082	\$2,030	\$1,976
1/3 page	\$1,486	\$1,451	\$1,415
1/6 Page	\$745	\$725	\$708
1/12 Page	\$372	\$354	\$336
Centerspread	\$8,200	\$8,110	\$8,004
BackCover	\$5,250	\$5,102	\$5,002
Inside F/B Cover	\$4,836	\$4,748	\$4,648

## Color rates:

- Black + 1 color, add \$375
- Three or more colors, add \$885

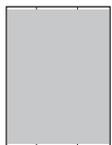
Note: Advertising rates are based on output-ready, properly prepared electronic files. Production expenses will be charged at cost.

## Dimensions:

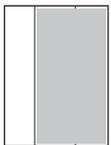
Centerspread: 15 3/8" x 10"



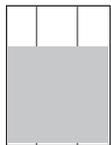
Full Page:  
7 1/4" x 10"



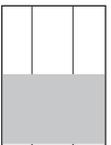
2/3 Page:  
4 3/4" x 10"



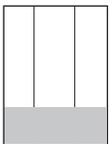
2/3 Page:  
7 1/4" x 6 5/8"



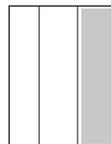
1/2 Page:  
7 1/4" x 5"



1/3 Page:  
7 1/4" x 3 3/8"



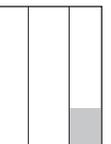
1/3 Page:  
2 1/4" x 10"



1/6 Page:  
2 1/4" x 5"



1/12 Page:  
2 1/4" x 2 1/2"



**Circulation:** More than 282,000 during each of the four times a year. Circulation may vary based on specific membership levels at time of issue.

**Exclusions:** Advertising for the following products and/or services will not be accepted by *The Hoosier Farmer*: Alcohol, tobacco, candidates for political office, patent medicines and reading notices.

**Billing:** *The Hoosier Farmer* will submit a billing within 10 days of advertisement's publication. Two tearsheets will be provided, unless otherwise specified. Payment in full is due within 30 days of billing. No cash discounts. Payment of account shall not be dependent upon receipt of tearsheets. Any advertising accounts over 30 days will be charged 1-1/2 percent additional per month.

**Conditions:** All copy, text, display and illustrations will be published with the understanding that the advertiser and the advertising agency are fully authorized, have secured proper written consent for the use of names, pictures and testimonials of any living person, and lawfully publish and cause publication of such material. The advertiser and the agency, jointly and separately, will indemnify and hold harmless the Publisher, Indiana Farm Bureau Inc., its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of advertising including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism. The Publisher assumes no responsibility for the performance of advertised products and/or delivery of same. All advertising must be in good taste. The Publisher reserves the right to reject at any time any advertising, for any reason, or to limit the advertising content in any edition without liability, even though previously acknowledged or accepted.

# The Hoosier FARMER

Published since 1919 by  
Indiana Farm Bureau, Inc.



## Rate Card

Effective January 2007

Lew Middleton  
*The Hoosier Farmer*  
Advertising Manager and Editor  
225 South East Street  
Indianapolis, IN 46202  
Phone: (317) 692-7818  
Fax: (317) 692-7854  
E-mail: [lmiddleton@infarmbureau.org](mailto:lmiddleton@infarmbureau.org)

**Publication Frequency:** Four (4) times annually Spring, Summer, Fall and Winter.

**Closing Deadline:** Four weeks prior to issue date, the publisher reserves the right to repeat last advertisement if new copy is not supplied.

**Trim Size:** 8 1/4" by 10 7/8"

**Printing Process:** Web Offset

**Paper Stock:** 50-lb. coated #5 for body;  
70-lb. coated #3 for 4-page cover.

**Bleeds:** Bleeds must have 1/8" additional space on all three sides ( 8 3/8" by 11 1/8").

**Screen Ruling:** 133 line screen for black and white images.

**Proofs:** Electronic proofs, such as Kodak approvals, Rainbows, Fujis, Epsos or high-quality or color laser proofs should be submitted for all color ads. Black-and-white ads should include authorized digital proofs. When an advance copy is sent to the advertiser, typographic accuracy shall be at the advertiser's risk. Advertising requiring proofs must be submitted two weeks prior to the normal deadline.

**Electronic Files: Press-ready PDF files are preferred with fonts included.** Electronic files will be accepted on the following media: Zip (100MB), CD or DVD. Files can be Macintosh-based or PC-based and should be set up using one of the following programs: Quark 6.0, PageMaker 7.0, Photoshop CS2, InDesign CS2, Illustrator CS2 or Freehand 8.0. Corel files may be accepted if saved as an EPS file. While some files created with other software may be accepted, such files **MUST** be tested prior to production. Contact the Advertising Manager.

**Further Specifications:** Use .25 point rule and provide a black and white or color laser clearly specifying tints, color breakdowns, pickup information and illustration identification. Laser proofs should be output at 100% unless otherwise noted, and should match latest version of supplied electronic files. Publisher is not responsible for accuracy of files if hard copy proof is not submitted.

**Electronic File Fonts and Color:** Files must be provided with all screen and printer fonts, including fonts used in EPS files. Avoid "stylizing" text (bold, italic, bold italic, outline or shadow) and make sure all art is saved as CMYK, *not* RGB format.

**Shipping:** Insertion orders, electronic media and negatives should be forwarded to:

Lew Middleton, Advertising Manager  
*The Hoosier Farmer*  
P.O. Box 1290  
Indianapolis, IN 46206-1290

**Preprinted Inserts:** Rates for such inserts are available upon request. Three sample inserts must be provided in order to determine feasibility. Inserts can be stitched or tipped in and 10 different zones are available. All preprinted insert materials should be shipped directly to the printer.

**Placement:** Advertising will be placed throughout the magazine at the discretion of the publisher. An advertiser may request a specific location in the publication, subject to space available. All ads must run in an upright position. All 1/12 page ads will be placed within the back half of the publication.

**Editorial ads:** Advertising that resembles news copy must carry the word "Advertisement" at the top of the ad.

**Terms:** All advertising must be prepaid until credit references can be contacted.

**Commissions:** All rates are net to the publisher. A 15% commission may be added to the net costs, then subtracted by the recognized advertising agent.