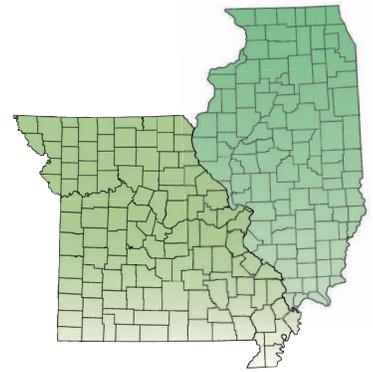


THE VALUE



GETTING THE MOST FOR YOUR MONEY

Farmer Today strives to provide **THE BEST VALUE** for your advertising budget.

EDITORIAL AD RATES

NET COST PER COLUMN INCH BY EDITION & FREQUENCY DISCOUNT LEVEL

	1-3 weeks OPEN RATE	4-8 weeks 5% OFF	9-16 weeks 10% OFF	17-25 weeks 15% OFF	26-51 weeks 20% OFF	52+ weeks 25% OFF
Cost Per Inch	\$75.65	\$71.87	\$68.09	\$64.30	\$60.52	\$56.74
Full Page (5cx10")	\$3,782.50	\$3,593.38	\$3,404.25	\$3,215.13	\$3,026.00	\$2,836.88
Jr. Page (4cx8")	\$2,420.80	\$2,299.76	\$2,178.72	\$2,057.68	\$1,936.64	\$1,815.60
1/2 Page (5cx5")	\$1,891.25	\$1,796.69	\$1,702.13	\$1,607.56	\$1,513.00	\$1,418.44
1/4 Page (2cx6.5")	\$983.45	\$934.28	\$885.11	\$835.93	\$786.76	\$737.59
1/8 Page (2cx3")	\$453.90	\$431.21	\$408.51	\$385.82	\$363.12	\$340.43

DISPLAY COLUMN DIMENSIONS: 1 Col.=1.83" 2 Col.=3.81" 3 Col.=5.79" 4 Col.=7.77" 5 Col.=9.75" PAGE HEIGHT: 10"

DISPLAY COLOR RATES

Black +1	Black +2	Full Color
\$255	\$340	\$510

LIVESTOCK SOURCE & RURAL LIVING

Per Col. Inch	Black +1	Black +2	Full Color
\$49.17	\$150	\$250	\$300

Ads run statewide and use display column widths. Livestock Source ads must be livestock related. Rural Living ads must focus on "rural living", not production agriculture.

CLASSIFIED DISPLAY AD RATES

NET COST PER COLUMN INCH BY EDITION & FREQUENCY DISCOUNT LEVEL

	1-3 weeks OPEN RATE	4-8 weeks 5% OFF	9-16 weeks 10% OFF	17-25 weeks 15% OFF	26-51 weeks 20% OFF	52+ weeks 25% OFF
Cost Per Inch	\$55.28	\$52.52	\$49.75	\$46.99	\$44.22	\$41.46
Full Page (7cx10")	\$3,869.60	\$3,676.12	\$3,482.64	\$3,289.16	\$3,095.68	\$2,902.20
Jr. Page (5cx9")	\$2,487.60	\$2,363.22	\$2,238.84	\$2,114.46	\$1,990.08	\$1,865.70
1/2 Page (7cx5")	\$1,934.80	\$1,838.06	\$1,741.32	\$1,644.58	\$1,547.84	\$1,451.10
1/4 Page (3cx5.5")	\$912.12	\$866.51	\$820.91	\$775.30	\$729.70	\$684.09
1/8 Page (2cx3.5")	\$386.96	\$367.61	\$348.26	\$328.92	\$309.57	\$290.22

CLASSIFIED COLUMN DIMENSIONS: 1 Col.=1.34" 2 Col.=2.74" 3 Col.=4.14" 4 Col.=5.54" 5 Col.=6.94" 6 Col.=8.34" 7 Col.=9.74" PAGE HEIGHT: 10"

CLASSIFIED COLOR RATES

Classified advertisers on a 20% OR HIGHER discount, are eligible to receive **FREE COLOR** when a photo is included.

Black +1	Black +2	Full Color
\$150	\$250	\$300

AD DEADLINES

DISPLAY:
THURSDAY, 10 AM week prior to publication

CLASSIFIED:
MONDAY, 4 PM week of publication

INSERTS

2-Page	10¢ ea.
4-Page	11¢ ea.
8-Page	15¢ ea.
12-Page	17¢ ea.

More sizes available. Must arrive 10 days prior to issue date. Call for quantities and delivery address. \$1,000 minimum insert charge. \$350 fee for each edition split.

ALSO

- Wrappers
- Cover Stickers
- Front Cover Ads
- Sponsorships

Call for availability

DISCOUNTS

Volume and Multiple Edition discounts also available.

Farmer Today
Missouri & Illinois

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