

20  
200

# FARMTALK

## NEWSPAPER

1

*A Tradition Of Agricultural Excellence Since 1974!*

20  
100

# WE

2

20  
80

# HAVE

3

20  
60

# A 20/20

4

20  
40

# VISION

5

20  
30

# FOR

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25

# AGRICULTURAL

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15

# MARKETING

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10

### 2020 ADVERTISING RATE CARD

9

# Put Your Business On **DISPLAY**

## EARNED DISPLAY RATES

Advertisers will be billed in accordance with the following scale based on the number of column inches of advertising used in any four week period.

1/4 Page – 21 Column Inches    1/2 Page – 42 Column Inches  
3/4 Page – 63 Column Inches    Full Page – 84 Column Inches  
Page Size: 10-1/4 inches wide x 14 inches tall

1-41 Column Inches (flat rate) .....	\$9.75
42-83 Column Inches .....	\$9.00
84-167 Column Inches .....	\$8.50
168-335 Column Inches .....	\$8.10
336 Or More Column Inches.....	\$7.80

## ANNUAL SPACE CONTRACT RATES

Annual bulk space contracts are available for advertisers who wish to earn a better rate. Space must be contracted for in advance. The annual space contract offers both low rates and flexibility for seasonal or monthly changes in advertising volume.

1,092-2,183 Column Inches/Year .....	\$8.40
2,184-4,367 Column Inches/Year .....	\$8.00
4,368 Or More Column Inches/Year .....	\$7.70

## STANDING ADVERTISEMENT RATES

Rates must be contracted for in advance. This is the lowest advertising rate possible for the advertiser wishing to run a relatively small, uniform-sized display ad on a regular basis.

12 Consecutive Weeks Or 1 Ad Per Month .....	\$9.25
24 Consecutive Weeks Or 2 Ads Per Month.....	\$8.75
52 Consecutive Weeks.....	\$8.25

## Standard Sizes **AT A GLANCE**

1/4 Page	1/3 Page	1/2 Page	3/4 Page	Full Page	Four Full Pages
<b>21 col. inches</b>	<b>28 col. inches</b>	<b>42 col. inches</b>	<b>63 col. inches</b>	<b>84 col. inches</b>	<b>336 col. inches</b>
2 col. (3-1/4") x 10-1/2" 3 col. (5") x 7" 4 col. (6-3/4") x 5-1/4"	2 col. (3-1/4") x 14" 3 col. (5") x 9-1/3" 4 col. (6-3/4") x 7"	3 col. (5") x 14" 4 col. (6-3/4") x 10-1/2" 5 col. (8-1/2") x 8-3/8" 6 col. (10-1/4") x 7"	5 col. (8-1/2") x 12.6" 6 col. (10-1/4") x 10-1/2"	6 col. (10-1/4") x 14"	6 col. (10-1/4") x 14"
<b>\$204<sup>75</sup></b> flat rate 21 col. inches @ \$9.75	<b>\$273<sup>00</sup></b> flat rate 28 col. inches @ \$9.75	<b>\$378<sup>00</sup></b> flat rate 42 col. inches @ \$9.00	<b>\$567<sup>00</sup></b> flat rate 63 col. inches @ \$9.00	<b>\$714<sup>00</sup></b> flat rate 84 col. inches @ \$8.50	<b>\$2620<sup>80</sup></b> <b>\$655<sup>20</sup>/Page</b>
<b>2- 1/4 PAGE ADS</b> <b>\$378<sup>00</sup></b> earned rate 42" @ \$9.00/col. inch	<b>2- 1/3 PAGE ADS</b> <b>\$504<sup>00</sup></b> earned rate 56" @ \$9.00/col. inch	<b>2- 1/2 PAGE ADS</b> <b>\$714<sup>00</sup></b> earned rate 84" @ \$8.50/col. inch	<b>2- 3/4 PAGE ADS</b> <b>\$1071<sup>00</sup></b> earned rate 126" @ \$8.50/col. inch	<b>2 Full PAGE ADS</b> <b>\$1360<sup>80</sup></b> earned rate 168" @ \$8.10/col. inch	336 col. inches @ \$7.80 <b>Earned By Running Four Full Page Ads In A Four Week Period</b>
<b>THESE EARNED RATES ARE BASED ON RUNNING TWO OR MORE ADS IN A FOUR WEEK PERIOD.</b>					

# This Information Is **CLASSIFIED**

## CLASSIFIED DISPLAY RATES

This advertising is for businesses to advertise in the classified section. It is billed by the inch rate. In fairness to all advertisers, and to improve readability, advertising in the classified section is limited to one column width. No ads may have borders. Headlines are in a standardized 14 point typeface. Company logos are allowed and encouraged.

Per Week (flat rate) .....	\$9.75
13 Consecutive Weeks (contracted) .....	\$9.25
26 Consecutive Weeks (contracted) .....	\$8.75
52 Consecutive Weeks (contracted) .....	\$8.25
Contracts stipulate minimum of one column inch/week.	

## CLASSIFIED WORD RATES

1 Issue.....	80¢ per word	3 Issues .....	\$1.60 per word
2 Issues .....	\$1.20 per word	4 Issues .....	\$2.00 per word

## IT COSTS LESS *Than You Think*

## PUREBRED ROUNDUP RATES

FARM TALK has a special section for advertisers of all breeds of purebred cattle, swine and sheep. It runs in a section of the paper called the "Purebred Roundup". It provides purebred breeders a low-cost method of advertising their livestock year around in a highly visible section of the paper. It is billed by the inch rate.

Per Week (flat rate) .....	\$9.75
13 Consecutive Weeks (contracted) .....	\$9.25
26 Consecutive Weeks (contracted) .....	\$8.75
52 Consecutive Weeks (contracted) .....	\$8.15
Contracts stipulate minimum of one column inch/week.	

## COLOR

Color is available as limited by press capacity. CMYK process color is available at \$160. Spot color is available at \$77.50. Only CMYK is permitted. All others will be converted. No rich blacks (4 color black).

## INSERTS

2 Page Tabloid .....	\$110.00 per thousand
4 Page Tabloid .....	\$120.00 per thousand
8 Page Tabloid .....	\$130.00 per thousand
12 Page Tabloid .....	\$140.00 per thousand
16 Page Tabloid .....	\$150.00 per thousand

## Online **RATES**

Desktop Medium Rectangle .....	300x250 .....	\$150.00 per month
Desktop Leaderboard .....	728x90 .....	\$150.00 per month
Desktop Half Page.....	300x600 .....	\$150.00 per month

# 2020 Editorial CALENDAR

January						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

January 8: Farm Building & Structures Issue  
January 29: Seed, Plant Food & Ag Chemical Issue

February						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

February 19: Western Farm Show Issue

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

March 11: Youth In Agriculture Issue  
March 18: Ozark Spring Roundup/Horse Issue  
March 27, 28 & 29: Ozark Spring Roundup

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May 20: Four State Farm Show Issue  
May 29, 30 & 31: Four State Farm Show

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

June 17: Dairy Industry Issue

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

September						
S	M	T	W	T	F	S
			1	2	3	4 5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

September 23: Ozark Fall Farmfest Issue

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

October 2, 3 & 4: Ozark Fall Farmfest

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

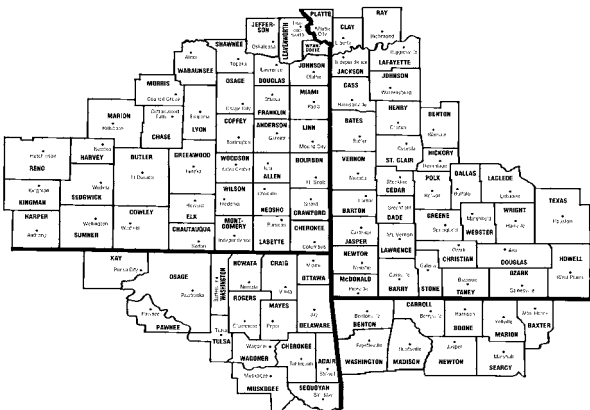
November 4: Beef Industry Issue

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

December 9: Farm Machinery Issue

*Published Every Wednesday*  
*Display Ad Deadline: Noon Thursday*  
*Color Display Ad Deadline: Noon Wednesday*

... SHOWCASING AGRICULTURE THROUGH NEWS, ADVERTISING & TRADE SHOWS ...



# FARMTALK

1801 South 59 Highway, PO Box 601, Parsons, KS 67357

620-421-9450, 800-356-8255, Fax 620-421-9473

E-Mail: [info@farmtalknewspaper.com](mailto:info@farmtalknewspaper.com)

[www.farmtalknewspaper.com](http://www.farmtalknewspaper.com)

# FORMAT

*FARM TALK follows a tabloid format with a 10-1/4 by 14 inch printable area with no bleed.*

Pages consist of six columns which are 9-1/2 picas wide with one pica space between columns.

# The Fine PRINT

*Publisher reserves right to reject any advertising considered objectionable or not in our readers' interest.*

All advertising must be truthful and not contain misleading statements or exaggerated claims. The publisher will place the word "advertisement" above and below any copy which resembles editorial material.

# AGENCY Rates

*Agency rates and commissions are available upon request.*

# SUBSCRIPTIONS

*Mail & Online: 1 Year \$45; 2 Years \$85*

*Kansas, Missouri, Oklahoma & Arkansas  
Other States: 1 Year \$60; 2 Years \$115*

*Online Only: 1 Year \$25; 2 Years \$45*

THE WEEKLY AGRICULTURAL NEWSPAPER SERVING THE FOUR STATE REGION OF KANSAS, MISSOURI, OKLAHOMA & ARKANSAS