

## 2008 Advertising Rates

### National Rates

Circulation: 147,000

	B&W	2-Color	4-Color
<b>Full Page</b>	\$14,465	\$15,725	\$18,170
<b>2/3 Page</b>	\$10,860	\$12,120	\$14,565
<b>1/2 Page</b>	\$9,830	\$11,090	\$13,535
<b>1/3 Page</b>	\$6,510	\$7,770	\$10,215
<b>1/4 Page</b>	\$5,080	\$6,340	\$8,785
<b>1/6 Page</b>	\$3,615	\$4,875	\$7,320
<b>Back Cover</b>			\$20,340
<b>Second Cover</b>			\$19,620

### Customized Edition Rates

	B&W	2-Color	4-Color
<b>Minimum Charges</b>	\$5,375	\$6,205	\$7,450
<b>40,000-59,999</b>	\$140	\$160	\$185
<b>60,000-79,999</b>	\$130	\$150	\$170
<b>80,000-99,999</b>	\$115	\$140	\$165
<b>100,000 - 119,999</b>	\$110	\$125	\$147
<b>120,000+</b>	Full rate applies		

When an advertisement is contracted to run in a geographic area other than a standard (National, Northern or Southern) edition, use the "Customized Edition" rates. Add the total circulation to be used (round off to the nearest 000's) and calculate the rate as shown above.

**CUSTOMIZED INSERT RATES** Call your regional sales representative for rates on full-run and customized insert buys.

### Copy Changes

Advertisers may make copy substitutions on split or full run ads.

	Single Page	Spread
<b>Black plate change</b>	\$850	\$1,200
<b>2-color plate change</b>	\$1,100	\$1,600
<b>3 and 4-color plate change</b>	\$1,400	\$2,000

A \$1,050 charge will be incurred for splits along a county line. All charges are per press stop and are commissionable but not discountable.

### Classified Ads

Display classified, 1/3 page maximum.  
See Product Spotlight rate card.



### Closing Dates

Issue	Closing Date	Materials Due
January	12.14.07	12.21.07
February	01.08.08	01.15.08
Mid-February	01.22.08	01.29.08
March	02.15.08	02.22.08
April	03.14.08	03.21.08
August	07.15.08	07.22.08
September	08.15.08	08.22.08
October	09.15.08	09.22.08
November	10.07.08	10.14.08
Mid-November	10.21.08	10.28.08
December*	11.14.08	11.21.08

\* Readership Study issue

### Color

	Single Page
<b>4-color process</b>	\$3,705
<b>One additional color</b>	\$1,260
<b>Matched color or 5th color</b>	\$1,555

### List Rental

Contact Walter Karl for all list rental quotes including geographic or demographic buys. In most cases, counts and costs are available the same day.

**Walter Karl**  
www.walterkarl.com

**Postal and Telemarketing Lists**  
Marie Briganti, 845-732-7054  
Rosalie Garcia, 845-732-7027

## Circulation

Established in 1940.  
Member Business Publication Audit and Agri-Council of American Business Media.

Rate base of 147,000 total circulation.  
Northern Edition Rate Base: 128,600  
Southern Edition Rate Base: 18,400

Circulation listed as a Rate Base only, not a guarantee. For actual delivered circulation, refer to **CORN & SOYBEAN DIGEST's** BPA statement. **CORN & SOYBEAN DIGEST** is a controlled circulation magazine sent to farmers who verify they grow qualifying acres of corn and soybeans, or are members of the American Soybean Association.

### Northern Edition Rates

Circulation: 128,600



	B&W	2-Color	4-Color
<b>Full Page</b>	\$13,750	\$15,010	\$17,455
<b>2/3 Page</b>	\$10,300	\$11,560	\$14,005
<b>1/2 Page</b>	\$9,360	\$10,620	\$13,065
<b>1/3 Page</b>	\$6,235	\$7,495	\$9,940
<b>1/4 Page</b>	\$4,870	\$6,130	\$8,575

### Southern Edition Rates

Circulation: 18,400



	B&W	2-Color	4-Color
<b>Full Page</b>	\$2,085	\$2,915	\$3,690
<b>2/3 Page</b>	\$1,575	\$2,405	\$3,180
<b>1/2 Page</b>	\$1,435	\$2,265	\$3,040
<b>1/3 Page</b>	\$945	\$1,775	\$2,550
<b>1/4 Page</b>	\$735	\$1,565	\$2,340

### Frequency Discounts

Advertisers may qualify to combine insertions in publications to arrive at the highest possible discount. Contact your sales representative for details.

Insertions	Savings	Insertions	Savings
6-9	2%	27-34	6%
10-14	3%	35-44	7%
15-19	4%	45-55	8%
20-26	5%	56-66	9%
27-34	6%	67+	10%

### State/Circulation

Northern Edition			
California	873	North Dakota	4,562
Connecticut	17	Nebraska	12,850
Colorado	890	New Jersey	94
D.C.	3	New Hampshire	7
Iowa	22,095	Nevada	29
Idaho	164	New York	619
Illinois	19,147	Ohio	8,611
Indiana	9,725	Oregon	99
Kansas	6,700	Pennsylvania	544
Kentucky	1,816	Rhode Island	1
Massachusetts	12	South Dakota	7,827
Maine	14	Utah	77
Michigan	4,412	Vermont	19
Minnesota	14,339	Washington	200
Missouri	7,399	Wisconsin	4,639
Montana	632	Wyoming	152
<b>Total</b>	<b>128,600</b>		
Southern Edition			
Alabama	511	North Carolina	2,216
Arkansas	2,615	New Mexico	196
Arizona	195	Oklahoma	1,323
Delaware	214	South Carolina	632
Florida	312	Tennessee	1,563
Georgia	815	Texas	3,299
Louisiana	1,129	Virginia	847
Maryland	579	West Virginia	63
Mississippi	1,889		
<b>Total</b>	<b>18,400</b>		
<b>Total Circulation</b>	<b>147,000</b>		

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B&W Only	Size	Rate
<b>1/3 Page (Max.)</b>	2 <sup>1</sup> / <sub>8</sub> " x 10" or 4 <sup>1</sup> / <sub>2</sub> " x 5"	\$3,310
<b>1/4 Page</b>	3 <sup>3</sup> / <sub>8</sub> " x 5" or 4 <sup>1</sup> / <sub>2</sub> " x 3 <sup>3</sup> / <sub>4</sub> "	\$2,495
<b>1/6 Page</b>	2 <sup>1</sup> / <sub>8</sub> " x 5" or 4 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>2</sub> "	\$1,665
<b>1/8 Page</b>	2 <sup>1</sup> / <sub>8</sub> " x 3 <sup>3</sup> / <sub>4</sub> "	\$1,295
<b>1/12 Page</b>	2 <sup>1</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>2</sub> "	\$870
<b>Column Inch</b>	2 <sup>1</sup> / <sub>8</sub> " x 1" (min.)	\$390

Add a second color for an additional \$50  
Add four-color for \$1,400

### Instant Action Cards

Works like a card deck but with the readership of a magazine.  
No charge for production on first card.

Unit	B&W	B&W +1 color
<b>5" x 3<sup>1</sup>/<sub>2</sub>" single</b>	\$3,530	\$3,810
<b>5" x 7" double</b>	\$6,505	\$6,785
<b>5" x 10<sup>1</sup>/<sub>2</sub>" page</b>	\$9,650	\$9,930

### Multiple Insertions Discounts

Ads per year*	Discount	*12-month year to be determined by advertiser in writing. Discounts applied as earned.
<b>3-5</b>	6%	Frequency discount rates apply to space buys all on one contract for multiple insertions. Multiple insertions purchased at different times will be treated as separate orders. All General Rate Policies and Contract Regulations as published on <b>CORN &amp; SOYBEAN DIGEST's</b> Commercial Rate Card apply.
<b>6-8</b>	12%	
<b>9-10</b>	18%	
<b>11+</b>	25%	

### Circulation

Rates based on 147,000 total circulation. **CORN & SOYBEAN DIGEST** is a controlled circulation magazine sent to farmers who verify they grow qualifying acres of corn or soybeans. Others can subscribe for \$30 per year. Established in 1940. Member Business Publication Audit and Agri-Council of American Business Media. **Circulation as of January 2008: 147,000**

### Commission

15% will be allowed only when camera-ready materials are supplied by the advertiser. Terms: Net 30 days from date of invoice.  
No cash discount.

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<b>December*</b>	11.14.08	11.21.08

\* *Readership Study issue*

### Classified Ads

\$2.50 per word per issue. 10 word minimum. 10% discount when ad runs consecutively and check accompanies order.

### Mechanical Requirements

Digital material accepted in InDesign or Quark for Mac and PDF on cd or e-mail. A proof or copy of the file must accompany the disk, along with a detail sheet. Provide all fonts used in the file. If required, minimum art and/or typesetting charge - \$75

### Contract Regulations

- All Product Spotlight advertising runs in the National Edition.
- All Product Spotlight ads are assigned a Reader Service Card number.
- All contracts for Product Spotlight advertising are accepted with the full understanding that separation from competitive material cannot be guaranteed.
- At the option of the Publisher, advertisements scheduled for Product Spotlight may appear elsewhere in the same issue of **CORN & SOYBEAN DIGEST**.
- Publisher is not liable for incorrect key numbers unless a PDF for each ad is furnished.

### Send advertising materials to:

**CORN & SOYBEAN DIGEST**  
7900 International Drive, Suite 300  
Minneapolis, MN 55425  
Ph 800-722-5334 Fax 952-851-4601

