

BEEF | TODAY

2012 RATE CARD

BEEFTODAY.com



BEEF TODAY reaches more than **166,000** beef industry decision makers in cattle operations that receive FARM JOURNAL. Veterinarians, consultants and nutritionists also qualify to receive BEEF TODAY.

BEEF TODAY Circulation by Market Segment:

- 139,000 Beef Cow Producers
- 79,000 Stocker Producers
- 64,000 Fed Beef Producers

Advertising Discounts

Earned based on the total number of insertions purchased in BEEF TODAY and DAIRY TODAY during a 16-month period beginning with the September 2010 issue.

6 Insertions 3%; 9 Insertions 6%; 12 Insertions 9%; 18 Insertions 12%. Advertisers may accumulate the required insertions in DAIRY TODAY and/or BEEF TODAY. Earned discounts apply only to basic space rates listed in this planner. Advertisers expecting to earn discounts may deduct them issue-by-issue. Credit will be given or back billing made if actual use of space differs from contract terms.

Agency Commission

A 15% commission is granted to agencies recognized by Farm Journal Media. No cash discount. Net 30 days from date of invoice. A late charge of 1½% per month will be made on outstanding accounts after 30 days. Full gross payment due for advertising orders sent direct. All remittances must be in United States exchange. Note: Agency commission applies only to basic space rates. Copy changes, splits, special production premiums, etc., are net; no commission or other discounts apply.

FarmJournal
MEDIA

BEEF TODAY Advertising Rates

	Black & White	Black & 1 Color	4 Color
Spread	\$21,200	\$23,000	\$25,000
Page	10,600	11,600	12,500
2/3 Page	8,100	9,200	10,000
Jr. Page	6,900	7,900	8,900
1/2 Page	6,500	7,500	8,500
1/3 Page	4,400	5,400	6,300
1/4 Page	3,900	4,900	5,900

"Today's Market" Advertising Rates

	Black & White	Black & 1 Color	4 Color
1/2 Page	\$3,700	\$4,300	\$4,900
1/3 Page	2,500	3,100	3,600
1/4 Page	2,200	2,800	3,300
1/6 Page	1,250	1,500	1,800
1/8 Page	950	1,100	1,200
1/12 Page	625	720	800
1 Col. Inch	250	290	325

"Today's Market" is a special advertising only section located in the back of BEEF TODAY.

BEEF TODAY 2012 Publishing Schedule

	Closing Date	Ad Material Due	Mailing Date
January	11/21/11	12/2/11	1/7/12
Mid-February	1/2/12	1/9/12	2/11/12
Early Spring	2/13/12	2/20/12	3/24/12
Late Spring	3/19/12	3/26/12	4/28/12
September	7/16/12	7/23/12	8/25/12
October	8/20/12	8/27/12	9/29/12
November	9/17/12	9/24/12	10/27/12
December	10/29/12	11/5/12	12/8/12

General Advertising Information

Please send contracts and insertion orders to:

BEEF TODAY
Advertising Department
One Penn Square West
30 S. 15th Street, Suite 900
Philadelphia, PA 19102
Phone: (215) 557-8950
Fax: (215) 568-4221

Media Transfer:

PDF/X-1a files are preferred via the Farm Journal ad portal. Electronic files will be stored for one year. CD-ROM is acceptable. Please identify name of publication and specific issue on all materials.

FTP Upload Address:

<http://www.farmjournalmedia.com/AdUpload/>