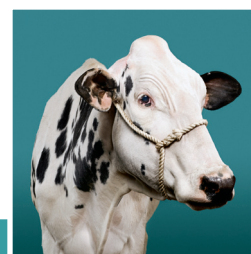


DAIRYTODAY . COM

Dairy

TODAY

2012 Advertising Rates



DAIRY TODAY Advertising Rates

	Black & White	Black & 1 Color*	4 Color
Spread	\$12,000	N/A	\$14,000
Page	\$6,000	\$6,500	\$7,000
2/3 Page	\$4,800	\$5,200	\$5,600
Jr. Page	\$4,500	\$4,875	\$5,250
1/2 Page	\$4,060	\$4,400	\$4,750
1/3 Page	\$2,850	\$3,175	\$3,450
1/4 Page	\$2,400	\$2,700	\$3,010
2 nd Cover	N/A	N/A	\$7,350
3 rd Cover	N/A	N/A	\$7,350
4 th Cover	N/A	N/A	\$7,700

*The second color should be a process color or simulated using process colors. For matched color, add \$750 to the above Black & 1 Color rates.

DAIRY TODAY Publishing Schedule

	Closing Date	Ad Material Due	Mailing Date
January	11/30/11	12/7/11	1/11/12
February	12/22/11	12/29/11	2/1/12
March	1/19/12	1/26/12	2/1/12
April	2/23/12	3/2/12	4/4/12
May	3/30/12	4/6/12	5/9/12
June/July	4/27/12	5/4/12	6/6/12
August*	6/29/12	7/6/12	8/8/12
September	8/3/12	8/10/12	9/12/12
October	8/24/12	8/31/12	10/3/12
November	9/21/12	9/28/12	10/31/12
December	10/12/12	10/19/12	11/28/12

*Separate rate card applies. See World Dairy Expo Official Program rate card.

"Today's Market" Rates

	B&W	2 Color	4 Color
1/2 Page	\$2,340	\$2,680	\$3,020
1/3 Page	\$1,650	\$1,975	\$2,300
1/4 Page	\$1,380	\$1,685	\$1,990
1/6 Page	\$910	\$1,225	\$1,540
1/8 Page	\$760	\$1,045	\$1,330
1/12 Page	\$525	\$855	\$1,190
1 Col. Inch	\$180	N/A	N/A

Related Marketing Options

DAIRY TODAY's Elite Producer Business Conference: This premier event has become a "must attend" each year for the business-minded dairy producer.

DAIRY TODAY eUpdate Newsletter and www.dairytoday.com: These electronic products are uniquely integrated with DAIRY TODAY to deliver an unmatched content and marketing package.

World Dairy Expo Official Program: Use this official show guide, reaching 75,000 producers and attendees, to support your marketing at the world's largest dairy industry event. Separate rate card applies.

Contact your DAIRY TODAY sales representative for complete details on each of these opportunities.

Frequency Discounts

Earned based on the total number of insertions purchased in DAIRY TODAY and BEEF TODAY during a 12-month period starting with the January 2012 issue.

- 6 Insertions 3%
- 9 Insertions 6%
- 12 Insertions 9%
- 18 Insertions 12%

Earned discounts apply only to basic space rates listed in this planner.

Advertisers expecting to earn discounts may deduct them on an issue-by-issue basis. Credit will be given or back billed if actual use of space differs from contract terms.



General Information

Please send contracts and insertion orders to:

DAIRY TODAY
 Advertising Department
 One Penn Square West
 30 S. 15th Street, Suite 800
 Philadelphia, PA 19102
 Phone: (215) 557-8950
 Fax: (215) 568-4221
adetaildepartment@farmjournal.com

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/>