

FARM JOURNAL

2012 Advertising Rates

	4 Color Rates				Black & One Color Rates				Black & White Rates			
	Page	¾ Pg. Vert.	½ Pg.*	¼ Pg.**	Page	¾ Pg. Vert.	½ Pg.*	¼ Pg.**	Page	¾ Pg. Vert.	½ Pg.*	¼ Pg.**
National	\$72,500	\$60,155	\$49,760	\$35,500	\$63,020	\$50,640	\$41,200	\$28,550	\$55,465	\$43,150	\$34,390	\$23,035
Central	53,010	43,435	35,225	25,560	46,065	36,500	28,995	20,710	40,540	30,985	24,055	16,820
East	8,180	7,245	6,465	5,520	6,745	5,930	5,205	4,385	5,795	4,970	4,290	4,325
West	10,995	9,495	8,245	6,780	8,995	7,720	6,585	5,315	7,780	6,480	5,430	4,325
South	19,950	16,825	14,090	11,090	16,900	13,930	11,430	8,660	14,700	11,765	9,450	7,045

*½ Page: horizontal, vertical or junior page configurations, **¼ Page: square (70 x 2) or 1 column

Cover Rates

Back (4th Cover, 4 Color) \$83,375
2nd or 3rd Cover (4 Color) \$79,750

Advertising Discounts

To best serve our customers' needs, FARM JOURNAL offers a wide range of incentive programs. Each package is customized to match the individual advertiser's budget and marketing objectives.

Agency Commission: 15% commission granted to agencies recognized by Farm Journal Corporation. 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 U.S. 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.

General Advertising Information

Contracts, insertion orders, disks and color guidance:
Please send to: Farm Journal Advertising Department
30 South 15th Street
Suite 900
Philadelphia, PA 19102
Phone Number: (215) 557-8900
Fax Number: (215) 568-4221

Printed Inserts

Please send to: R.R. Donnelley and Sons
Attn: David Huffman
3201 Lebanon Road
Danville, KY 40422
Attn: Farm Journal Ad Management
Phone: (859) 238-2631

Split Runs/Inserts

Split Run: Advertisers buying Regional or State Editions may make copy changes on State Edition boundaries provided the ad size and color remain identical. Net premiums per page or fraction changed: Black \$700; 4 color \$1,500. When changes are made within editions, a split premium will also apply. Contact your sales representative for complete details.

Inserts: Farm Journal can accommodate a wide variety of pre-printed inserts. Rates and specifications for standard units are available upon request. For non-standard or unique designs, please submit a dummy for acceptance.

Media Transfer:

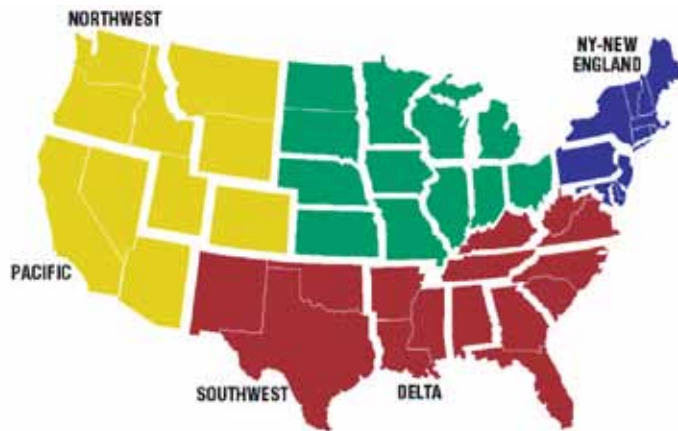
PDF/X-1a files are preferred via the Farm Journal ad portal. Electronic files will be stored for one year. CD-ROM is acceptable. Please identify name of publication and specific issue on all materials.

FTP Upload Address:

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

PRODUCTION • POLICY • TECHNOLOGY
FARM JOURNAL

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State Edition Circulation

CENTRAL 246,604
Ohio 15,375
Michigan 9,925
Indiana 17,161
Wisconsin 17,519
Illinois 32,599
Minnesota 26,847
Iowa 40,474
Missouri 17,383
Dakotas 27,292
Nebraska 22,957
Kansas 19,072

WEST 31,978
Pacific 7,267
Northwest 11,394
Colorado 5,448
MT-WY 7,869

SOUTH 72,980
Southwest 26,836
Delta 12,432
Georgia-Florida 5,812
Alabama 2,736
Tennessee 5,604
Carolinas 7,680
Kentucky 6,947
Virginia (inc. WV) 4,933

EAST 19,085
DE-MD-NJ 3,064
New York-New England 8,492
Pennsylvania 7,529

National 370,647

Circulation as of November 2011. For more information about Farm Journal's circulation profile and qualification process, contact your sales representative.

Full State Edition CPM Table

Black & White	Page	2/3 Pg. Vert.	1/2 Pg.	1/3 Pg.
Base Charge	\$2,760	\$2,760	\$2,760	\$2,760
Per 1,000	\$163.90	\$123.40	\$93.80	\$63.20
Black & 1 Color	Page	2/3 Pg. Vert.	1/2 Pg.	1/3 Pg.
Base Charge	\$3,390	\$3,390	\$3,390	\$3,390
Per 1,000	\$185.50	\$144.85	\$113.20	\$77.80
4 Color	Page	2/3 Pg. Vert.	1/2 Pg.	1/3 Pg.
Base Charge	\$4,515	\$4,515	\$4,515	\$4,515
Per 1,000	\$211.70	\$170.85	\$135.95	\$94.95

To compute rate for one or more State Editions: Multiply circulation of your total buy by cost per 1,000 from table, then add base charge.

To compute rate for one or more State Editions used in conjunction with a Regional Edition: Multiply additional State Edition(s) circulation by cost per 1,000 from table, then add Regional Edition rate. Do not add base charge.

The National rate will apply when any rate computed from the CPM table exceeds National.
Minimum rate for any state edition buy = \$5,775