



# FARM JOURNALS IMPLEMENT & TRACTOR

## 2012 Advertising Rates

### 4 Color Rates

	4 Color	Black & White
Full Page	\$4980	\$4272
¾ Page	\$3320	\$2848
½ Page*	\$2590	\$2221
¼ Page**	\$1760	\$1509
1/8 Page	\$1740	\$1495
1/16 Page	\$913	\$783
1/32 Page	\$697	\$598
3 inch	\$578	\$496
1 inch	\$203	\$174

\*½ Page - horizontal or vertical configurations

\*\*¼ Page - vertical, horizontal or square

### Cover Rates

Back (4<sup>th</sup> Cover, 4 Color) \$6225

2<sup>nd</sup> or 3<sup>rd</sup> Cover (4 Color) \$5615

### 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.

### Advertising 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 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.

## General Information

### Ad Materials

Please send contracts, disks and color guidance to:

IMPLEMENT & TRACTOR  
Advertising Department  
30 South 15<sup>th</sup> Street, Suite 900  
Philadelphia, PA 19102  
Phone: (215) 557-8900  
Fax: (215) 568-4221

### Preprinted Inserts

World Color Midland  
Attn: Bob Linton  
1700 James Savage Rd,  
Midland, MI 48642  
Phone: (989) 898-1354

### 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/>

### Sales and Insertion Orders

IMPLEMENT & TRACTOR  
Inside Sales Department  
1550 N Northwest Hwy, Ste 403  
Park Ridge, IL 60068  
Phone: (847) 653-8904  
Fax: (847) 298-7169  
[aendicott@farmjournal.com](mailto:aendicott@farmjournal.com)