



## 2012 Broadcast Advertising Rates

AgDay		
AgDay National Network	:30 Second Spot Announcement	\$3,780
AgDay Segment Sponsorship (13 week minimum commitment)	:07 Second Program Billboard	\$940
AgDay Midwest Network	:30 Second Spot Announcement	\$3,200
AgDay Southern Network	:30 Second Spot Announcement	\$2,460
AgDay Farm Show Coverage Sponsorship		\$12,500 - \$15,000
AgDay Hotel Channel Sponsorship		\$15,000 - \$25,000

U.S. Farm Report		
U.S. Farm Report	National Network :30 Second Spot Announcement	\$10,800
U.S. Farm Report Segment Sponsorship (13 week minimum commitment)	:07 Second Program Billboard	\$2,700
U.S. Farm Report Location Taping Event	Subject to venue approval	\$17,000-\$35,000

Corn College TV		
Corn College TV National Network	:30 Second Spot Announcement	\$1,750
	:60 Second Spot Announcement	\$3,325
	2:00 Second Spot Announcement	\$6,000
	:10 Billboard	\$450
	**Two airings per spot/billboard purchased	

Broadcast Production Services	
Custom audio and video production	Call for quote

### Contact Information

Farm Journal Television  
54516 State Route 933N  
South Bend, IN 46637  
Phone: (574) 284-3126  
Fax: (574) 232-8052

### Broadcast Specifications

- All rates are gross. 15% commission granted to agencies recognized by Farm Journal Media.
- All offerings are subject to availability.
- Volume discounts are available.

### To Submit Files

- Log on to [www.yousendit.com](http://www.yousendit.com)
- Login: [dgreen@farmjournal.com](mailto:dgreen@farmjournal.com)
- Password: agday

### Preferred File Types

- 4:3 Safe
- Can be HD (please make sure they are still 4:3 friendly)
- We prefer quicktime that is H.264."