

# Top Producer

## 2012 Advertising Rates

	4 Color Rates				Black & 1 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	\$29,900	\$23,7500	\$20,675	\$14,500	\$28,210	\$22,075	\$18,960	\$12,785	\$26,475	\$20,315	\$17,225	\$11,040
Central	27,800	22,085	19,225	13,475	26,175	20,445	17,575	11,825	24,590	18,870	15,990	10,265

Cover Rates: Back (4<sup>th</sup> Cover, 4 Color) \$34,385; 2<sup>nd</sup> or 3<sup>rd</sup> Cover (4 Color) \$32,890

### State Edition Circulation

CENTRAL 88,598	SOUTH 21,288	EAST 2,920
Ohio 4,454	Southwest 7,788	DE-MD-NJ 823
Michigan 2,916	Delta 6,182	New York-New
Indiana 6,819	Georgia-Florida 922	England 1,349
Wisconsin 3,000	Alabama 479	Pennsylvania 748
Illinois 13,861	Tennessee 1,502	
Minnesota 9,291	Carolinas 2,283	WEST 10,690
Iowa 12,986	Kentucky 1,466	Pacific 1,578
Missouri 5,172	Virginia (inc. WV) 666	Northwest 3,724
Dakotas 12,889		Colorado 2,115
Nebraska 9,793		MT-WY 3,273
Kansas 7,417	NATIONAL 123,496	

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

### Advertising Discounts

To best serve our customers' needs, Top Producer 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 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 Advertising Information

Contracts, insertion orders, disks and color guidance:  
Please send to: TOP PRODUCER Advertising Department  
30 South 15<sup>th</sup> 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: James Dunning  
1600 N. Main St.  
Pontiac, IL 61764  
Phone Number: (815) 844-1382

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.

### State Edition Rates (Full Page)

	4 Color	Black & 1 Color	Black & White
Basic Rate (40,000 Circ.)	\$13,900	\$13,102	\$12,395
Per add'l 1,000	\$286	\$269	\$253

To compute rates for State Edition buys: Minimum by 40,000 circulation. Multiply the circulation of your buy in excess of 40,000 by the cost per additional 1,000 from table, then add 40,000 basic rate. Only full page units accepted. The National rate will apply when any rate computed from the State Edition table exceeds National.

### 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 colors \$1,500. When changes are made within editions, a split premium will also apply. Contact your sales representative for complete details.

Inserts: Top Producer 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.

### FTP Upload Address:

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