



Dairy Today is the Official Publisher of the World Dairy Expo Program. Published in August 2012, the World Dairy Expo Official Program will be mailed to 47,000 dairy industry professionals, including all 20,000 Dairy Today subscribers plus an additional, unduplicated 27,000 qualified dairy producers from the Farm Journal Media database. In addition, your advertisement will be in the 25,000 copies of the Official Program that are handed out on the Expo Grounds. Be sure you advertise in the Official Program! Put your marketing message inside 72,000 copies of the World Dairy Expo Official Program.

**World Dairy Expo  
 Official Program Advertising Rates**

	Black & White	Black & 1 Color*	4 Color
Spread	\$17,270	\$18,865	\$20,372
Page	\$8,635	\$9,433	\$10,130
2/3 page	\$6,589	\$7,698	\$8,131
Jr. page	\$5,579	\$6,694	\$7,127
1/2 page	\$5,302	\$6,411	\$6,843
1/3 page	\$3,534	\$4,649	\$5,082
1/4 page	\$2,853	\$3,962	\$4,389
1/6 page	\$2,426	\$3,154	\$3,765
1/8 page	\$1,819	\$2,553	\$3,460
1/12 page	\$1,306	\$2,184	\$3,108
1 column inch	\$947	\$1,455	N/A
2nd cover	N/A	N/A	\$10,433
3rd cover	N/A	N/A	\$10,433
4th cover	N/A	N/A	\$10,630

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

**World Dairy Expo Official Program  
 "Today's Market" Rates**

An economical advertising option, Today's Market is an advertising-only section located following the "Maps" portion of the Program.

	B&W	2 Color	4 Color
1/2 page	\$3,090	\$3,557	\$4,268
1/3 page	\$2,218	\$2,685	\$3,395
1/4 page	\$1,727	\$2,190	\$2,905
1/6 page	\$1,155	\$1,617	\$2,333
1/8 page	\$895	\$1,357	\$2,074
1/12 page	\$601	\$1,063	\$1,779
1 col. inch	\$260	\$722	N/A

**General Information**

**Official Program Deadlines**

Closing date: June 29, 2012  
 Ad material due: July 6, 2012  
 Mailing date: August 8, 2012

**Contracts and Insertion Orders**

Please send to: World Dairy Expo Official Program  
 Advertising Department  
 One Penn Square West  
 30 S. 15th Street, Suite 900  
 Philadelphia, PA 19102

Phone Number: (215) 557-8950 Fax: (215) 568-4221

**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.

**Ad Portal:** <http://www.farmjournalmedia.com/AdUpload/>

**Advertising Discounts**

Advertising frequency discounts are not available in the World Dairy Expo Official Program.

A 15% commission is granted to agencies recognized by Farm Journal Media. No cash discount. Net 30 days from date of invoice. A late charge of 1 1/2% 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.

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All World Dairy Expo Official Program advertisers will have their company name and booth location highlighted in the Exhibitor section. Reference will also be made to advertisement placement.