

FARM JOURNAL'S IMPLEMENT & TRACTOR

2009 Publishing Schedule

Issue	Ad Order Close	Ad Material Due	Supplied Inserts Due	Issuance Date
January/February 2009	12/15	12/24	1/12	1/24
March/April 2009	2/9	2/16	3/9	3/21
May/June 2009	4/27	5/4	5/18	6/6
July/August 2009	6/8	6/15	7/6	7/18
September/October 2009	8/10	8/17	9/7	9/19
November/December 2009	9/28	10/5	10/12	11/7
Buyer's Desk Reference 2010	10/26	11/11	2/9	2/19

2009 Editorial Calendar

Issue	Editorial Spotlight
January /February	Planters and Controllers
March/April	New Iron from NFMS and World Ag Expo
May/June	Sprayer Technology
July/August	From the Field Data
September/October	Fall Show Review
November/ December	Precision Ag Update

Circulation

IMPLEMENT & TRACTOR magazine is circulated to more than 10,000 machinery dealers across the U.S., focusing on enterprise owners, managers and key decision makers.

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 131-year-old flagship FARM JOURNAL, as well as TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. Farm Journal Electronic Media includes "AgDay" and "U.S. Farm Report" television programs and *AgWeb.com*, the hub of online agricultural information. Farm Journal Media also publishes the Pro Farmer family of newsletters, produces numerous live events, offers custom publishing services and provides extensive database services.

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2009 Advertising Rates

	Four Color Rates	
	4 color	B&W
Full Page	\$4980	\$4490
2/3 Page	\$3110	\$2670
1/2 Page*	\$2745	\$2350
1/3 Page**	\$2240	\$1925
Banner	\$1740	\$1495

*1/2 Page - horizontal or vertical configurations

** 1/3 Page - vertical, horizontal or square

Cover Rates

Back (4th Cover, 4 Color) \$6225

2nd or 3rd 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.

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.

Ad Dimension	Live Area	Bleed Dimension	Agate lines
Full Page	7" x 10"	8" x 10 3/4"	420
2/3 Pg. Vertical	4 5/8" x 10"	5 1/4" x 10 3/4"	280
1/2 Pg. Vertical	3 1/2" x 10"	4 1/8" x 10 3/4"	210
1/2 Pg. Horizontal	7" x 5"	8" x 5 3/8"	210
1/3 Pg. Vertical	2 1/4" x 10"	2 3/4" x 10 3/4"	140
1/3 Pg. Horizontal	3 3/4" x 7"	3 7/8" x 7 1/8"	140
1/3 Pg. Square	4 5/8" x 5"	5 1/8" x 5 3/8"	140
Banner	7" x 1 3/8"	8 1/8" x 1 3/4"	52

General Advertising Information

Sales

IMPLEMENT & TRACTOR Sales Department
Mark A Marose
Inside Sales Manager
1550 N Northwest Hwy, Ste 403
Park Ridge, IL 60068
Ph: 847.653.8904
Fax: 847.298.7169
mmarose@farmjournal.com

Contracts, Insertion Orders & Production Materials

IMPLEMENT & TRACTOR
Advertising Department
1818 Market Street, 31st Floor
Philadelphia, PA 19103-3654
Phone: (215) 557-8950
Fax: (215) 568-4221

Preprinted Inserts

Kohler Print Group
9800 Page Avenue
St. Louis, MO 63132-1494
Phone: (314) 428-9800