

WESTERN FARM PRESS®



Arizona • California

Alfalfa	Hay	Tomatoes
Citrus	Nut Crops	Tree Fruit
Corn	Rice	Vegetables
Cotton	Stone Fruit	Wheat
Grapes	Strawberries	

DISPLAY UNITS

2010 Gross Rates

	Full Run	North or South Region	Cotton Buy	Vegetable Buy	Tree & Vines/Grape Buy
FRONT COVER BANNER (Includes 4/C)	\$9,495	N/A	N/A	N/A	N/A
FRONT COVER EAR (Includes 4/C)	6,255	N/A	N/A	N/A	N/A
TABLOID PAGE	9,440	\$7,075	\$7,075	\$4,780	\$8,025
2-PAGE SPREAD	20,750	15,560	15,560	10,495	17,635
3/4 PAGE	7,735	5,800	5,800	3,910	6,575
JUNIOR PAGE	6,020	4,510	4,510	3,045	5,110
JUNIOR SPREAD	13,525	10,140	10,140	6,845	11,500
1/2 PAGE	5,530	4,150	4,150	2,795	4,705
1/2 PAGE SPREAD	12,150	9,115	9,115	6,145	10,335
1/3 PAGE	3,710	2,780	2,780	1,880	3,145
1/4 PAGE	2,800	2,095	2,095	1,420	2,390
1/6 PAGE	1,865	1,405	1,405	955	1,585
COLUMN INCH	235	170	170	120	205

COLOR RATES (PER PAGE)

2-COLOR (STANDARD)	1,250	850	850	1,030	1,105
2-COLOR (PMS)	1,690	1,105	1,105	1,515	1,510
4-COLOR	2,890	2,095	2,095	2,080	2,625

Split-run advertising: In addition to the regional buys shown in the rate section, *Western Farm Press*, *Southwest Farm Press* and *Southeast Farm Press* offer copy change availability between regions.

Gross rate per change, per page on which change is made:

\$940 - black plate change
 \$1,215 - 2-color plate changes
 \$1,545 - 4-color plate changes

Position charge:

Back cover:

10% additional on space and color rates (Back cover position guaranteed with tabloid page ad only)

Inside front cover, inside back cover or center spread:

5% additional on space and color rates.