

SOUTHWEST FARM PRESS®



Kansas • New Mexico • Oklahoma • Texas

Citrus	Hay	Soybeans
Corn	Peanuts	Vegetables
Cotton	Pecans	Wheat
Grain Sorghum	Rice	

DISPLAY UNITS

2010 Gross Rates

	Full Run	Plains, Northeast or South Region	Peanut Buy*	Vegetable Buy
FRONT COVER BANNER (Includes 4/C)	\$10,755	N/A	N/A	N/A
FRONT COVER EAR (Includes 4/C)	7,035	N/A	N/A	N/A
TABLOID PAGE	10,995	\$6,600	\$8,250	\$4,780
2-PAGE SPREAD	24,195	14,505	18,145	10,495
3/4 PAGE	8,960	5,380	6,715	3,910
JUNIOR PAGE	6,900	4,140	5,180	3,045
JUNIOR SPREAD	15,520	9,320	11,645	6,845
1/2 PAGE	6,345	3,805	4,750	2,795
1/2 PAGE SPREAD	13,945	8,375	10,420	6,145
1/3 PAGE	4,255	2,545	3,190	1,880
1/4 PAGE	3,220	1,940	2,415	1,420
1/6 PAGE	2,155	1,295	1,615	955
COLUMN INCH	270	155	210	120
COLOR RATES (PER PAGE)				
2-COLOR (STANDARD)	1,385	1,115	1,105	1,030
2-COLOR (PMS)	2,005	1,695	1,655	1,515
4-COLOR	3,170	2,045	2,535	2,080

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.

*PEANUT COMBO RATE available for *Southeast Farm Press*/*Southwest Farm Press*/*Delta Farm Press*.