



Rates and Order Form

Please complete and submit this form via fax to your sales representative or to 662-627-1137

Distribution: 75,000
Source: PrimeAg Base
Publication Date: December, 2008
Space Reservation Deadline: October 7, 2008
Materials Due: October 14, 2008

Advertising Terms:

- ◆ Must exhibit at World Ag Expo to advertise
- ◆ 15% agency discount allowed for complete digital files submitted with color proof
- ◆ Terms: Invoice issued on publication. Net payment due within 30 days.

Rates:

Space	B & W	2/Color	4/Color
2 page spread	\$9,865	\$11,060	\$12,635
Full page	5,250	5,820	6,650
2/3 page	3,935	4,365	4,990
1/2 page	3,415	3,785	4,320
1/3 page	2,625	2,910	3,325
1/4 page	1,735	1,920	2,200
1/6 page <small>(Classified Position)</small>	1,410	1,455	1,665
1/8 page <small>(Classified Position)</small>	980	1,090	1,250
1/12 page <small>(Classified Position)</small>	735	815	935

All Rates Gross
 Cover Positions: 10% extra on space and color

Early Bird discount program If ordered before July 1, 2008	10%
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Contract:

Contact: _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

Exhibit Space(s) # _____

Advertising Information: (Select all that apply)

Ad Sizes:

- | | |
|--|---|
| <input type="checkbox"/> 2-Page Spread | <input type="checkbox"/> 1/3 Page |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/4 Page |
| <input type="checkbox"/> 2/3 Page | <input type="checkbox"/> 1/6 Page <small>(Classified Position)</small> |
| <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 1/8 Page <small>(Classified Position)</small> |
| | <input type="checkbox"/> 1/12 Page <small>(Classified Position)</small> |

Shape:

- Island
 Vertical
 Horizontal
 Square
 Bleed

Colors

- Black & White
 2/Color
 4/Color

Rate: _____

Less Early Bird Discount: _____

Less Agency Discount: _____

Total: _____

Signature: _____

Date: _____

For sales information contact Mike Lafferre, Western Farm Press, 37144 Avenue 12, Ste. 101, Madera CA 93636, phone (559) 645-5283, e-mail: mlafferre@farmpress.com

For production information contact Sandy Perry, Western Farm Press, P.O. Box 1420, Clarksdale MS 38614, phone (662) 627-0150, e-mail: sperry@farmpress.com

