

Mechanical Requirements:

PRAIRIE GRAINS MAGAZINE

Size	Width x Height
2 page spread (bleed)	16-3/4" x 10-3/4"
(non-bleed)	15-3/4" x 9-5/8"
Full page* (bleed)	8-3/8" x 10-3/4"
Full page (non-bleed)	7-3/8" x 9-5/8"
3/4 page vertical	5-1/2" x 9-5/8"
horizontal	7-3/8" x 7-1/4"
Junior page	5-1/2" x 7-7/8"
2/3 page vertical	5-1/2" x 8-5/8"
horizontal	7-3/8" x 6-1/2"
1/2 page vertical	3-5/8" x 9-5/8"
horizontal	7-3/8" x 4-7/8"
1/3 page vertical	3-5/8" x 6-1/2"
horizontal	7-3/8" x 3-1/4"
rectangular	5-1/2" x 4-3/8"
1/4 page vertical	1-3/4" x 9-5/8"
horizontal	7-3/8" x 2-1/4"
rectangular	3-5/8" x 4-7/8"
1/6 page vertical	1-3/4" x 6-1/2"
horizontal	5-1/2" x 1-5/8"
rectangular	3-5/8" x 3-1/4"
1/8 page vertical	1-3/4" x 4-7/8"
horizontal	3-5/8" x 2-1/2"
1/16 page vertical	1-3/4" x 2-1/2"
horizontal	3-5/8" x 1-1/4"

MECHANICAL SPECIFICATIONS

Publication Trim Sizes:

Prairie Grains Magazine 8-3/8" x 10-3/4"

Preferred Line Screen: 133

Resolution: 266

Colors: Process

Negatives:

2 sets of negatives required for match spreads.

Offset Printing:

Right reading negatives, emulsion side down

*** Bleeds:**

Allow 1/4" bleed beyond trim size of magazine.
Keep live matter 3/8" from trim and top; 1/2" from bottom; 3/8" from side; and 1/4" from gutter.

Advertising Rates - Prairie Grains Magazine:

Space	1X	2-4X	5-6X	7X
2-Page Spread (Center)*	\$5,400	\$4,950	\$4,525	\$4,080
2-Page Spread (Match)*	\$5,050	\$4,650	\$4,250	\$3,795
Back Cover*	\$3,220	\$2,950	\$2,695	\$2,450
Inside Covers*	\$2,935	\$2,700	\$2,475	\$2,220
B&W Rates: Full Page	\$2,070	\$1,925	\$1,775	\$2,090
3/4 Page	\$1,480	\$1,385	\$1,250	\$1,125
2/3 Page	\$1,300	\$1,200	\$1,100	\$990
Junior Page	\$1,210	\$1,110	\$1,010	\$910
1/2 Page	\$1,000	\$925	\$875	\$750
1/3 Page	\$655	\$610	\$560	\$495
1/4 Page	\$495	\$460	\$425	\$380
1/6 Page	\$320	\$300	\$275	\$235
1/8 Page	\$240	\$225	\$205	\$180
1/16 Page	\$125	\$115	\$105	\$95

* Spreads and Covers include 4-color

Agency Commission - 15%

Preferred Production Format

Our preferred format for ad production is digital (see digital guidelines below). Traditional mechanicals also accepted.

Digital Guidelines

Acceptable application files include: High Resolution, Press Ready PDF's; QuarkXPress; Adobe InDesign; Adobe Photoshop; Adobe Illustrator and Freehand.

Necessary file types are as follows: Images: TIFF or EPS; Font: PostScript Type 1; and logos: EPS.

Acceptable media includes: DVD or CD

Special Services

Special Services available include :

Spilt Run Advertising Copy; Polybagging, Cover Wraps; Editorial Sponsorships.

CALL FOR DETAILS

Advertising Policy

Prairie Grains reserves the right to refuse any advertising it considers objectionable.

Color Charges

Black + 1 color	\$175.00
Black + 2 colors	\$350.00
Black + 3 colors	\$500.00

Preprinted Inserts

SIZE	CPM
1-4 pages	\$120.00
3-8 pages	\$130.00
8-12 pages	\$150.00
Over 12 pages	Call for quote
Minimum insert fee	\$500.00

(Preprinted insert rates are based on best available position. For preferred positions, call for quote.)

Insert Specifications

Final trim 8-3/8" x 10-3/4"; 1/8" head trim; minimum 3/8" folio lap; minimum 1/8" margin for bleeds; minimum size 4-1/2" x 6". Deliver 10 days prior to publication.

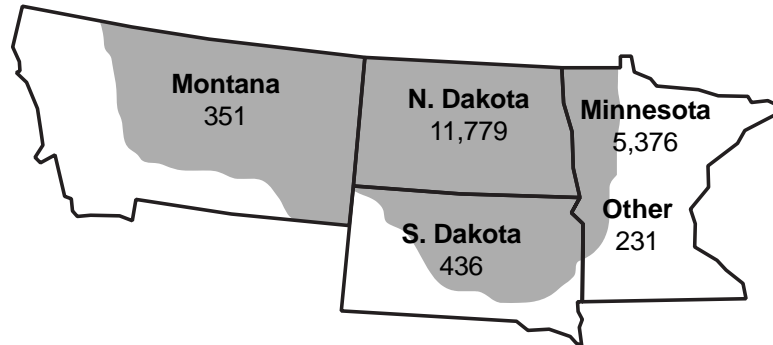
List Rental

Prairie Grains mailing list rental rate is \$125 per thousand, with a minimum rental fee of \$600.00. Specific geography requests within distribution area may be purchased. Call for details.

Circulation

Prairie Grains Magazine has a well-defined circulation of over 18,000 of the top small grains growers in Minnesota, the Dakotas and Montana. If you need to target your message to decision-makers in small grains production, *Prairie Grains Magazine* is the place to do it. *Prairie Grains Magazine* is circulated to members of the Minnesota Association of Wheat Growers, Montana Grain Growers Association, North Dakota Grain Growers Association, South Dakota Wheat, Inc. and Minnesota Barley Growers Association as well as non-member growers who produce 250 acres or more of spring wheat and barley in North Dakota and Minnesota. Upper-level members of the Montana Grain Growers Association receive *Prairie Grains*.

Our list is continually updated with data from grower associations, county data from the Farm Service Agency and many other sources to be sure we're landing in the mailboxes of your target audience. *Prairie Grains* reaches the growers you need to succeed with credible, pertinent information in a package designed for farmers, by farmers. Ask about *Prairie Grains* readership surveys for full details.



Total Circulation: 18,173

Editorial Calendar:

<u>ISSUE</u>	<u>RESERVE SPACE BY</u>	<u>AD MATERIALS DUE ON</u>	<u>RELEASE DATE</u>
# 108 Marketing Guide	08/06/10	08/12/10	08/27/10
# 109 Nov.-Dec. 2010	10/29/10	11/04/10	11/19/10
# 110 January 2011	12/24/10	12/30/10	01/14/11
# 111 February 2011	01/14/11	01/20/11	02/04/11
# 112 March 2011	02/04/11	02/10/11	02/25/11
# 113 April 2011	03/04/11	03/10/11	03/25/11
# 114 Crop Facts 2011	04/01/11	04/07/11	04/22/11

For More Information:

Tim Dufault,
Sales Manager
 Prairie Grains Magazine
 2607 Wheat Dr.
 Red Lake Falls, MN 56750
 ph: 218.253.4391 • fax: 218.253.4460
 email: tdufault@prairieagcomm.com

Kris Versdahl,
Graphic Designer
 Prairie Grains Magazine
 13686 180th Street SE
 Red Lake Falls, MN 56750
 ph: 218.253.4300 • fax: 218.253.4320
 email: kris@krisversdahl.com

Accounting
 Minnesota Association of Wheat Growers
 2600 Wheat Drive
 Red Lake Falls, MN 56750
 ph: 218.253.4311 Ext 12

PRAIRIE GRAINS
Rate Card
2010-2011



Rate Card No. 15- Agency