

2017 Nebraska Agri-Business Digest Magazine

SPECIFICATIONS - MAGAZINE

Publication trim size 8 1/2" wide, 11" deep

AD SIZES: Full Page: 7" wide, 10" deep
Half Page:

Horizontal: 7" wide, 5" deep

Vertical: 4" wide, 7 1/4" deep

Quarter Page: 3 1/2" wide, 4 3/4" deep

1/6 Page: 2 1/4" wide, 5 1/4" deep

1/8 Page: 2 1/4" wide, 3 3/4" deep

NOTE: Allow 1/2" trim top and bottom and 3/4" border from publication trim on sides.

BINDING: Saddle Stitch

SCREEN: 150

PRINTING: Offset lithography. Camera ready art is accepted in the form of unencrypted pdf files or eps files. Rough artwork with logos and photos accepted. **No charge for set-up of ad.**

PLEASE CONTACT REBECCA BARKER AT 402/476-1528 FOR INFORMATION ON SENDING ELECTRONIC FILES.

MAGAZINE RATES

TIMES PER YEAR

	1	2	4
BACK COVER	\$ 617.50	\$ 526.50	\$ 465.75
INSIDE COVERS	\$ 572.50	\$ 488.50	\$ 432.00
FULL PAGE	\$ 460.00	\$ 392.50	\$ 347.50
HALF PAGE	\$ 280.00	\$ 239.50	\$ 212.50
QUARTER PAGE	\$ 190.00	\$ 163.00	\$ 145.00
1/6 PAGE	\$ 145.00	\$ 124.75	\$ 111.25
1/8 PAGE	\$ 100.00	\$ 86.50	\$ 77.50

CLASSIFIED AD RATES

Classified ads are \$20.00 per 1 column inch minimum and 15¢ per word over each inch for NeABA members and \$25.00 per 1 column inch and 25¢ per word for others. (10 word minimum)

ADDITIONAL CHARGES

COLOR: In addition to black/white rates:

Red: any size advertisement \$ 70.00

Any other color: any size advertisement \$ 85.00 each

4-Color Page: Color cost plus page rate \$255.00

INSERTS: Inserts are page rate per printed side, plus color charge, if any. Write or call for further details. Copy must be submitted for prior approval.

PREFERRED SPACE: Any position specified except covers are 15% additional of space and color charges.

PERSONNEL

Scott Merritt Editor

Rebecca Barker Advertising Editor

CIRCULATION to all association members and advertisers along with selected government officials and affiliates for a total of 1000 copies per issue.

EXHIBITOR DISCOUNT: 2018 Nebraska Agri-Business Expo Exhibitors may place either a half page or full page advertisement in the Fall 2017 issue and receive a full page for \$400 or a half page for \$215. (Color and placement fees are in addition). This offer may not be combined with any other discounts.

ADVERTISING ORDER FORM

Nebraska Agri-Business Digest

I am renewing the following advertising:

- Repeat last year's ad for same issues.
- Repeat last year's ad for the indicated issues: _____
- Repeat last year's ad for same issues, but include color as indicated on the copy.
- Repeat last year's ad with corrections in same issues.
- Repeat last year's ad with corrections for the indicated issues: _____

I am a new advertiser. I would like to place the following advertising:

- New advertising copy enclosed. Run in the following issues: _____
- New advertising copy to follow before the 15th of the preceding month of issue. Run in the following issues: _____

I have checked below the advertising size and number of times I would like my advertisement to run in the Nebraska Agri-Business Digest: Winter 2017 (Jan) Spring 2017 (Apr) Summer 2017 (Aug) Fall 2017 (Oct)

- Inside Covers, Black/White
 - Front Back: 1 Time 2 Times 4 Times
- Back Cover, Black/White: 1 Time 2 Times 4 Times
- Full Page, Black/White: 1 Time 2 Times 4 Times
- Half Page, Black/White: 1 Time 2 Times 4 Times
- 1/4 Page, Black/White: 1 Time 2 Times 4 Times
- 1/6 Page, Black/White: 1 Time 2 Times 4 Times
- 1/8 Page, Black/White: 1 Time 2 Times 4 Times
- Additional Colors: Red Indicate Colors: _____

Classified Advertisement

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

SIGNED BY: _____

RETURN TO: NEBRASKA AGRI-BUSINESS ASSN
1111 Lincoln Mall, Suite 308
Lincoln, NE 68508-3910
Phone: 402/476-1528 • Fax: 402/476-1259
E-mail: rbarker@na-ba.com • Web: www.na-ba.com