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