

# 2019-2020 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
<b>BACK COVER</b>	\$ 617.50	\$ 526.50	\$ 465.75
<b>INSIDE COVERS</b>	\$ 572.50	\$ 488.50	\$ 432.00
<b>FULL PAGE</b>	\$ 460.00	\$ 392.50	\$ 347.50
<b>HALF PAGE</b>	\$ 280.00	\$ 239.50	\$ 212.50
<b>QUARTER PAGE</b>	\$ 190.00	\$ 163.00	\$ 145.00
<b>1/6 PAGE</b>	\$ 145.00	\$ 124.75	\$ 111.25
<b>1/8 PAGE</b>	\$ 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:** 2020 Nebraska Agri-Business Expo Exhibitors may place either a half page or full page advertisement in the Fall 2019 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:**    Spring 2019 (Apr)    Summer 2019 (Aug)    Fall 2019 (Oct)    Winter 2020 (Jan)

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 AGRIBUSINESS ASSN

8700 Executive Woods Dr, Ste 400

Lincoln, NE 68512-9612

Phone: 402/476-1528

E-mail: rbarker@na-ba.com • Web: www.na-ba.com