

2023-2024

# "Nebraska Agri-Business Digest" Magazine

## ORDER FORM:

### RENEW THE FOLLOWING ADVERTISING:

- Repeat last year's ad for the same issues.
- Repeat last year's ad for the selected issues:

- Spring 2023
- Summer 2023
- Fall 2023
- Winter 2024

### PLACE THE FOLLOWING NEW ADVERTISING:

- New advertising copy emailed to [rbarker@na-ba.com](mailto:rbarker@na-ba.com) for the following issues:
  - Spring 2023
  - Summer 2023
  - Fall 2023
  - Winter 2024

- New advertising copy to come for the following issues:
  - Spring 2023
  - Summer 2023
  - Fall 2023
  - Winter 2024

### SELECT YOUR AD SIZE AND COLOR:

- Full Page
- Half Page
- Quarter Page
- 1/6 Page
- 1/8 Page
- Classified Ad
- 4-Color
- Red
- Additional Colors: \_\_\_\_\_

### SELECT SPECIAL POSITIONING:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Specify location: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

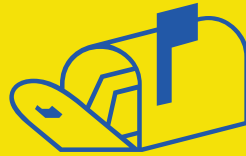
Company: \_\_\_\_\_

Address: \_\_\_\_\_

C,S,Z: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



**MAIL US:**

Nebraska Agri-Business Association  
 8700 Executive Woods Dr, Suite 400  
 Lincoln, NE 68512-9612



**TALK TO US:**

(402) 476-1528



**EMAIL US:**

Rebecca Barker  
[rbarker@na-ba.com](mailto:rbarker@na-ba.com)



**ORDER ONLINE:**

<https://www.na-ba.com/member-resources>



# NEBRASKA AGRI-BUSINESS DIGEST

## Advertising Details



## MAGAZINE DETAILS:

"The Nebraska Agri-Business Digest" has been in publication for 50 years, serving the agri-business retailers and their suppliers. It is issued 4 times each year in the Spring, Summer, Fall and Winter. Each issue offers timely informative articles and information on Nebraska Agri-Business Association activities. The Fall issue highlights the annual "Nebraska Agri-Business Exposition."

## SPECIFICATIONS:

**Publication trim size** – 8.5" wide x 11" high

**Binding** – Saddle Stitch

**Screen** – 150

**Printing** – Offset lithography. Please submit print quality PDF files with content at 300 dpi. Set all fonts to curves if possible. Allow no less than 1/8" trim on all sides for bleeds. **For black and white ads:** no duotones. All bitmaps should be set to grayscale.

## AD SIZES:

- Full Page: 7" wide x 10" high
- Half Page:
  - Horizontal: 7" wide x 5" high
  - Vertical: 4" wide x 7.25" high
- Quarter Page: 3.25" wide x 4.75" high
- 1/6 Page: 2.25" wide x 5.25" high
- 1/8 Page: 2.25" wide x 3.75" high

**Classified Ads:** \$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).

## CIRCULATION:

Issued freely to all members of the Nebraska Agri-Business Association, advertisers and selected government officials and affiliates.



## DISCOUNTS:

Any current Nebraska Agri-Business Exposition exhibitor may place either a half page or full page advertisement in the Fall issue and receive a full page for \$400.00 or a half page for \$215.00. (Color and placement fees are in addition). This offer may not be combined with any other discounts.



## ADVERTISING 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

\* Rates are per issue for black & white advertisements

## ADDITIONAL CHARGES:

**Color:** In addition to black & white ad rates:

**Red:** any size advertisement: \$70.00

**Any other color:** any size advertisement: \$85.00 ea

**4-Color:** any size advertisement: \$255.00

**Preferred Space:** Any position specified except covers are 15% additional of space and color charges.



## PERSONNEL:

Scott Merritt . . . . . Editor  
Rebecca Barker. . . . . Advertising Editor



## PUBLICATION DATES:

The four issues will be published on or around these months of issue:

Spring – April      Summer – August  
Fall – November      Winter – February

## DEADLINES:

Please email your advertising copy to Rebecca Barker at [rbarker@na-ba.com](mailto:rbarker@na-ba.com) by the 15th of the preceding month of issue.

**Summer issue:** July 15th

**Fall Issue:** October 15th

**Winter Issue:** January 15th

**Spring Issue:** March 15th