

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:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Winter 2024 | <input type="checkbox"/> Summer 2024 |
| <input type="checkbox"/> Spring 2024 | <input type="checkbox"/> Fall 2024 |

PLACE THE FOLLOWING NEW ADVERTISING:

- New advertising copy emailed to rbarker@na-ba.com for the following issues:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Winter 2024 | <input type="checkbox"/> Summer 2024 |
| <input type="checkbox"/> Spring 2024 | <input type="checkbox"/> Fall 2024 |

- New advertising copy to come for the following issues:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Winter 2024 | <input type="checkbox"/> Summer 2024 |
| <input type="checkbox"/> Spring 2024 | <input type="checkbox"/> Fall 2024 |

SELECT YOUR AD SIZE AND COLOR:

- | | |
|----------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 4-Color |
| <input type="checkbox"/> Half Page | <input type="checkbox"/> Red |
| <input type="checkbox"/> Quarter Page | <input type="checkbox"/> Additional Colors: _____ |
| <input type="checkbox"/> 1/6 Page | _____ |
| <input type="checkbox"/> 1/8 Page | _____ |
| <input type="checkbox"/> Classified Ad | _____ |

SELECT SPECIAL POSITIONING:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Specify location: _____

Name: _____

Title: _____

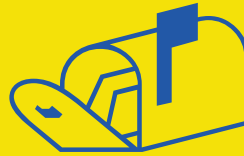
Company: _____

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



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
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

* 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 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