

# Nebraska Agri-Business Digest Magazine Advertising Order Form

## 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 (300 dpi)

**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

**BLEEDS & INSERTS:** Bleeds are 15% Extra of space and color. No charge for gutter bleeds on spreads.

Inserts are page rate per printed side, plus color charge, if any, plus tip-in. 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

Robert L. Anderson . . . . . 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:** Nebraska Agri-Business Expo Exhibitors may place either a half page or full page advertisement in the Winter 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 (Jan)  Spring (Apr)  Summer (Aug)  Fall (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: \_\_\_\_\_

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

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

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**SIGNED BY:** \_\_\_\_\_

**RETURN TO:** NEBRASKA AGRIBUSINESS ASSOCIATION

1335 H St., Suite 100, Lincoln, NE 68508-3784

Phone: 402/476-1528 • Fax: 402/476-1259

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

Classified Advertisement