

HOARD'S DAIRYMAN

The National Dairy Farm Magazine

Rate Card No. 91

Effective January 10, 2016 Issue



General Information	2
Market, Circulation Information and Closing Dates	3
Special Issues	4
Rate Information	5
Material Specifications	6 & 7

Published Semi-monthly – 10th & 25th (One Issue - June, July, November & December)

Fort Atkinson, WI 53538

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Web site: www.hoards.com • Email: hdads@hoards.com



1. PERSONNEL

President – Brian Knox

Vice President of Marketing – Gary L. Vorpahl

Senior Dairy Marketing Manager – Jane Griswold

Dairy Marketing Managers – Wendy Clark, Andrew Dellava

Online Marketing Manager – Patti Hurtgen

2. REPRESENTATIVES – H&P Company

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3. GENERAL

- a. All advertisements are accepted and published by the publisher entirely on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claim or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits based on the contents or subject matter of such publication.
- b. *Hoard's Dairyman* reserves the right to reject any advertising considered objectionable as to wording or appearance. Advertisements simulating *Hoard's Dairyman* editorial matter in appearance or style or which are not immediately identifiable as advertisements will have the word "advertisement" placed above and/or below. Advertorial copy will be reviewed on a case by case basis preceding established issue closing dates.
- c. The right is reserved to reject, cancel or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of *Hoard's Dairyman*.
- d. Questionable or misleading copy and financial advertising promising large returns will not be accepted.
- e. Alcoholic beverage advertising not accepted.
- f. Not responsible for inaccurate key numbers when type is stripped in.
- g. Orders must indicate definite amount of space and give all color details.
- h. Orders which contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.

- i. Rates subject to advance without notice. Orders beyond three months accepted at rates then prevailing.
- j. all advertising payable in U.S. dollars.
- k. References required of all new advertisers.
- l. Publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher.

4. MARKET

- a. *HOARD'S DAIRYMAN* is edited to inform and educate the American dairy farmer. Its editorial material is focused on commercial dairymen who produce and sell milk. Emphasis in every issue is placed on feeding, breeding and animal health, as well as general dairy farm management techniques. Attention is also given to farm equipment, crops, facilities, milk quality and governmental activity. Contributing authors include research experts from agricultural colleges, veterinarians, dairy farmers and specialists in subjects relating to dairying.

5. CIRCULATION INFORMATION

- a. Member of Alliance for Audited Media.
- b. Average circulation for six months ending June 30, 2015 – 57,752 – (AAM audited). Cost of subscription per year - \$19.95; individual copy - \$4.00.
- c. Established in 1885.

6. ISSUANCE AND CLOSING DATES

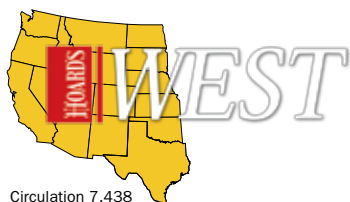
- a. Published 10th and 25th of each month except only one issue in June, July, November and December.
- b. Closing dates: 10th-of-month issues and single month issues close on 1st of preceding month; 25th-of-month issues, close on the 15th of the preceding month. Hoard's West closing dates are the 1st of month preceding issue date.
- c. Mailing dates for each issue are approximately 7 days preceding the issue cover date.
- d. No proofs sent unless specifically requested and complete printing material is in our office ten days before closing date.
- e. Cancellations not accepted after closing date.
- f. A World Dairy Expo Supplement is included within the September 10 issue. Closing date is August 1st. See your Hoard's representative for special rates for this supplement.
- g. A World Ag Expo focus is included within the January 25 issue of Hoard's West. Closing date is December 1st. See your Hoard's representative for details for this issue.

Send all orders and printing materials to:

HOARD'S DAIRYMAN ADVERTISING DEPARTMENT
28 West Milwaukee Avenue • Fort Atkinson, Wisconsin 53538

Email: hdads@hoards.com

Telephone 920-563-5551 • Fax 920-563-7298



Circulation 7,438

Published monthly and inserted in the National Hoard's Dairyman issue

Arizona	Nebraska	South Dakota
California	Nevada	Texas
Colorado	New Mexico	Utah
Idaho	North Dakota	Washington
Kansas	Oklahoma	Wyoming
Montana	Oregon	

2016 HOARD'S WEST ADVERTISING RATES

	BW	2C	4C
Quarter Page , 13 inches (4 ½ x 6 ½)	1,523	2,023	2,523
Half page vertical , 26 inches (4 ½ x 13)	3,036	3,536	4,036
Half page horizontal , 26 inches (9 ⅛ x 6 ½)	3,036	3,536	4,036
Junior page , 30 inches (7 x 10)	3,881	4,381	4,881
Full page , 52 inches (10 ¼ x 14 ¼)	4,852	5,352	5,852
Junior page spread , 60 inches (14 ¾ x 10 ¾)	7,765	8,765	9,765
Full page spread , 104 inches (20 ½ x 14 ¼)	9,703	10,703	11,703

- Quarter page size (4 ½ x 6 ½) is the minimum space size accepted.
- Standard half page (5x7) materials can be enlarged to tab horizontal half pages at no additional charge.

Inserts: 2-page insert – \$6,933; 4-page insert – \$9,245

Hoard's West Advertising Frequency Discounts:

<u>3-times</u>	<u>6-times</u>	<u>9-times</u>	<u>12-times</u>
4%	8%	12%	15%

Hoard's West closing dates are the 1st of the month preceding the issue date.

2016 HOARD'S DAIRYMAN en español (*Printed in Spanish*)

Target subscribers – Spanish-speaking dairymen of Latin America. Also veterinarians, animal scientists and crop specialists, researchers, technicians, students, economic advisors and people with a direct interest in commercial dairying.

en español Advertising Rates

	BW	2C	4C
1 page , (7 w x 10 d)	1,500	1,750	2,000
2 pages	3,000	3,500	3,750
2 pages (center spread)	4,000	4,500	5,000
Two-third page , (4 ½ w x 9 ½ d)	1,000	1,500	1,750
Half page , (7 w x 5 d)	800	950	1,100
Tab quarter , (4 ½ w x 6 ½ d)	800	950	1,100
One-third page , (2 ¼ w x 9 ½ d)	600	700	800
One-quarter page , (3 ¼ w x 4 ¾ d)	400	500	600

Cover positions: Back cover, \$4,000; Second cover, \$3,500; Third cover, \$3,000. Translation to Spanish, \$150. Please contact your Hoard's Dairyman Marketing Representative for general requirements, closing dates and circulation information.

en español Frequency Discounts: 3 times - 10%; 6 times - 15%; 9 times - 20%; 12 times - 25%

en español closing dates are the 1st of the month preceding the issue date.



2016 GENERAL ADVERTISING RATES

	Black & White	Black & One Color	3 & 4 Color
Per Inch*	400	–	–
One Eighth page , 6 ½ inches (4 ½ x 3 ¼)	2,600	–	–
Quarter page , 13 inches (4 ½ x 6 ½)	5,200	5,700	6,700
Half junior page , 15 inches (7 x 5)	6,000	6,500	7,500
Half page , 26 inches (9 ½ x 6 ½)	10,400	10,900	11,900
Junior page , 30 inches (7 x 10)	15,600	16,100	17,100
Three-fourth page , 39 inches (7 x 13)	15,600	16,100	17,100
Full page , 52 inches (10 ¼ x 14 ¼)	20,800	21,300	22,300
Junior page spread , 60 inches (14 ¾ x 10 ¾)	31,200	32,200	34,200
Full page spread , 104 inches (20 ½ x 14 ¾)	41,600	42,600	44,600

*One inch minimum for advertising – space sold by half inch increments only

8. CLASSIFIED ADVERTISING

- a. Classified: \$2.60 per word per issue with the exception of “Farm Labor ads” for which the rate is \$2.50 per word per issue. Classified display (publisher’s type selection): \$260 per column inch. No agency commission or cash discount.

9. COVERS

- a. Back cover: Non-cancelable after 90 days prior to date of issue. Rate \$24,530

10. COLOR

- a. Minimum color charge: Black and one color – \$500; 3 or 4 color – \$1,500
 b. Five-color available. Rates provided on request.

11. REGIONAL ADVERTISING and SPLIT RUN

- a. Regional buys available on a state-by-state basis.
 b. Split run available – \$200 per page, per color, per press stop. Must be same size and same color. Minimum size – one half page.

12. INSERTS

- a. National rates: 2-pg insert – \$13,484
 4-pg insert – \$17,979
 b. Regional inserts available. Rates and details on request.

13. COMMISSION and DISCOUNTS

- a. Agency commission, 15%
 b. Bills rendered on date of issue; all accounts are due 30 days from billing date.

c. National Advertising Frequency Discounts

<u>6-times</u>	<u>9-times</u>	<u>12-times</u>	<u>20-times</u>
4%	8%	12%	20%

Regional advertising discounts also available. Contact your representative for more specific details.

14. MECHANICAL REQUIREMENTS

- a. Trim size: 10 $\frac{1}{4}$ inches by 14 $\frac{1}{4}$ inches
- b. Single-column width – 13 picas or 2 $\frac{1}{6}$ inches
 Double-column width – 27 picas or 4 $\frac{1}{2}$ inches
 Column depth – 182 lines or 13 inches

15. NON-BLEED SPECIFICATIONS

- a. Mechanical requirements (*inches*)

	<u>Width</u>	<u>Depth</u>
Full page	9 $\frac{1}{8}$	13
Junior page (3 columns)	7	10
Three-quarter page (3 columns)	7	13
One-half page vertical (2 columns)	4 $\frac{1}{2}$	13
One-half page horizontal (4 columns)	9 $\frac{1}{8}$	6 $\frac{1}{2}$
One-half junior page (3 columns)	7	5
One-quarter page (2 columns)	4 $\frac{1}{2}$	6 $\frac{1}{2}$
One-quarter page (single column)	2 $\frac{1}{6}$	13
- b. Orders for black and one-color advertisements should state color desired. All colors must be converted to CMYK format.
- c. All composition by publisher will be charged at going commercial rates.
- d. Electronic files will be held for a limited time. Disks will only be returned upon request.

16. BLEED SPECIFICATIONS

- a. No bleed charge
- b. Mechanical requirements. **Trim measurements are listed in inches below.**
An additional $\frac{1}{8}$ " bleed allowance must be added to all four sides. Bleeds should be set to accommodate both right and left hand page placement. Live matter should be kept a minimum of $\frac{1}{4}$ " from all trim edges.

	<u>Width</u>	<u>Depth</u>
Full page bleed	10 $\frac{1}{4}$	14 $\frac{1}{4}$
Junior page bleed	7 $\frac{3}{8}$	10 $\frac{3}{4}$
Three-quarter page bleed	7 $\frac{3}{8}$	14 $\frac{1}{4}$
One-half page vertical page bleed	5	14 $\frac{1}{4}$
One-half page horizontal bleed	10 $\frac{1}{4}$	7 $\frac{1}{4}$
One-half junior page bleed	7 $\frac{3}{8}$	5 $\frac{5}{8}$
One-half junior spread bleed	14 $\frac{1}{2}$	5 $\frac{5}{8}$
One-half horizontal spread bleed	20 $\frac{1}{2}$	7 $\frac{1}{4}$
Junior page spread bleed	14 $\frac{3}{4}$	10 $\frac{3}{4}$
Full page spread bleed	20 $\frac{1}{2}$	14 $\frac{1}{4}$

17. MINIMUM DEPTH

- a. One or two columns, 14 lines. One or two column advertisements exceeding 168 lines in depth will take full column rates. Three and four column advertisements must be full column in depth, excepting horizontal half pages, junior pages and half junior pages. The 10 inches adjacent to junior page may be purchased at regular line rate.

18. ELECTRONIC MATERIAL SUBMISSION

All advertising materials must be received in digital form. Hoard's Dairyman is composed on Macintoshes utilizing formats supported below.

- a. **Media:** CD-R, CD-RW, DVD-R, DVD RW and Flash Drive.
- b. **Programs:** QuarkXPress 4.1-6.5; Adobe Creative Package CS-CC.
- c. **PDF** files must be set at CMYK format with all fonts embedded, and all text and images created at a maximum resolution. See www.hoards.com for submission format information.
- d. **Fonts:** All fonts used to create the file must be included as **Postscript** fonts. Fonts not received as Postscript fonts will be matched at the publisher's discretion.
- e. **Colors:** All colors must be provided in CMYK format. Colors received in a different format other than CMYK may be converted to CMYK by the publisher.
- f. **Images:** All image files must be submitted as JPEG, TIF or EPS files. Photo images must be CMYK and have a minimum resolution of 300 dpi. **Web graphics cannot be used in print media.** Adobe Illustrator or Macromedia Freehand files must be submitted as EPS files with supporting postscript fonts, and if emailed, be compressed either in to a Macintosh self-extracting archive (.sea, .sit or .hqx) or within a .zip file.
- g. **Directory:** A screen shot or printed directory must be included with the disk or other media. The disk must be labeled with the program/version as well as the name of the submitting party and the ad the disk contains.
- h. **Proofs:** A SWOP certified proof must accompany the supplied disk. If no color match proof is provided by the customer, the ad will be printed at the pressmen's discretion, to "pleasing color".
- i. **FTP/Email Submissions: Through ftp program – Hostname: ftp.hoards.com; Username: dairy; Password: dairy. Upload ads to Hoard's Dairyman Incoming Ads folder. Ads submitted via email should be sent to hdads@hoards.com.**
- j. Issues of Hoard's Dairyman are searchable through our online database. Advertisements may be searchable provided the ad materials arrive in our office as high resolution PDF files created in InDesign, QuarkXpress or Adobe Illustrator. Text should not be converted to outlines.

19. INSERTS

- a. A wide variety of insert formats can be stitched or tipped into the magazine. An insert sample or dummy should be submitted for prior approval.
- b. Inserts should be printed on no less than 50 lb. (20x38 basis) paper stock. A $\frac{3}{16}$ inch headtrim allowance is required for all inserts which jog to the head (top) of the magazine.
- c. Inserts should be shipped folded and ready for insertion, packaged to minimize damage, curling or unintentional folding is extremely important.
- d. Two-page inserts must have no less than a 3 $\frac{1}{2}$ inch binding hanger. Other requirements are on a case-by-case basis, depending upon insert format and other criteria.
- e. For shipping information, contact Gayle Grandt at 920-563-5551, ext. 145, or email hdads@hoards.com.