

"Serving the National Potato Industry"



2009

Rate Card Number 37

Effective January 2009

2009 ADVERTISING RATES

Black/White	1x	3x	6x	9x	12x
Full Page	3070	2991	2842	2701	2566
Two-Thirds Vertical Island ..	2503	2445	2336	2233	2133
Two-Thirds Page	2242	2185	2075	1971	1873
Half Vertical Island	1965	1916	1820	1728	1642
Half Page Horizontal	1750	1706	1620	1539	1464
Third Vertical	1440	1367	1307	1250	1196
Third Horizontal	1293	1282	1223	1165	1111
Third Page	1229	1197	1137	1080	1027
Sixth Page	677	659	625	595	564
Twelfth Page	373	363	344	328	311
2nd or 3rd Cover	3224	3142	2985	2836	2694
Spread	6142	5983	5683	5400	5131

Two Color

Full Page	3531	3441	3269	3105	2950
Two-Thirds Vertical Island ..	2941	2841	2743	2645	2546
Two-Thirds Page	2689	2622	2490	2366	2251
Half Vertical Island	2457	2415	2273	2160	2127
Half Page Horizontal	2415	2354	2237	2125	2019
Third Vertical	1771	1708	1646	1584	1523
Third Horizontal	1683	1633	1563	1495	1429
Third Page	1597	1557	1478	1404	1335
Sixth Page	997	973	931	894	855
2nd or 3rd Cover	3708	3613	3433	3261	3097
Spread	7062	6881	6536	6210	5899

Four Color

Full Page	4697	4576	4348	4130	3925
Two-Thirds Vertical Island ..	3717	3631	3463	3311	3164
Two-Thirds Page	3363	3276	3112	2957	2810
Half Vertical Island	2948	2873	2728	2593	2463
Half Page Horizontal	2627	2559	2430	2308	2194
Third Vertical	2028	1980	1891	1807	1724
Third Horizontal	1934	1888	1797	1713	1632
Third Page	1843	1795	1706	1620	1539
Sixth Page	1586	1554	1505	1468	1421
2nd or 3rd Cover	4934	4806	4566	4338	4121
Back Cover	5169	5035	4783	4544	4318
Spread	9394	9153	8695	8261	7850

ISSUE	CLOSING	MAIL
January	Nov. 11	Jan. 2
February	Dec. 12	Jan. 27
March	Jan. 20	Feb. 26
April	Feb. 20	Mar. 27
May	Mar. 24	April 24
June	Apr. 24	May 26
July	May 26	June 25
August	June 23	July 29
September	July 24	Aug. 25
October	Aug. 21	Sep. 28
November	Sept. 25	Oct. 27
December	Oct. 23	Nov. 26
PGI Annual	Oct. 9	Nov. 9

EDITORIAL CALENDAR

January—Issue Emphasis—Chemical and Seed/Potato Schools

Final agenda for the potato schools; new ag chemicals and EPA review updates; planting efficiency and its importance; new seed certification and export criteria; the latest on precision potato production; tractor preview

February—Issue Emphasis—Irrigation—Potato Lovers Month

Precision irrigation and upgrades; water-issue updates; chemigation efficiency; foliar-application research; irrigation product preview; seed certification rules

March—Issue Emphasis—All Phases of Growing

New techniques in planting; planter upgrades; importance of applying seed treatments; pre-plant and at-plant crop-protection research; preparing for diseases; internet; micronutrients; field-equipment preview

April—Issue Emphasis—Crop Protection

Why it is important to continue to protect against early and late blight; fungicide preview; herbicide news; pest surveys and their importance; irrigation overview; aerial and ground sprayings; virus control

May—Issue Emphasis—Crop Protection

How rotational or border crops can help; how to effectively use fungicides; use of spreaders, stickers, adjuvants, surfactants; herbicide preview

June—Issue Emphasis—Harvest Preparation

Bruise control and handling; the importance of vine kill; taking care of mid-season pests; why scouting your crop is critical; equipment preview

July—Issue Emphasis—Harvest Preparation

Are you ready for harvest? Preparing equipment, storage sanitation. Planning for fall herbicides and fumigants; Smart Irrigation month

August—Issue Emphasis—Fall Chemicals / IGSA

Preparing your storage air and humidity controls; the latest marketing trends; the modernization of processing, packing equipment; Snake River Weed Resource Tour

September—Issue Emphasis—Seed / Storage / Finance

Bagging/packaging preview; commercial financial programs

October—Issue Emphasis—National Industry Directory/Buyer's Guide and National Potato Seed Directory

November—Issue Emphasis—Irrigation—Potato Expo

Irrigation; foliar-application research; trade and export updates; precision ag planning; National Potato Expo preview

December—Issue Emphasis—Storage

Storage management, storage bruise, precision planning; seed-handling research; biological inputs, storage diseases

PGI Annual—Issue Emphasis—PGI Meeting

Potato Growers of Idaho Annual Convention Issue; reports from directors; plans for meeting; growers of the year

CIRCULATION FACTS

U.S. Growers and Industry	11,009
U.S. Paid	193
Foreign and Canada Paid	292
Promotion/Trade Shows	1,206
Press Run	12,700

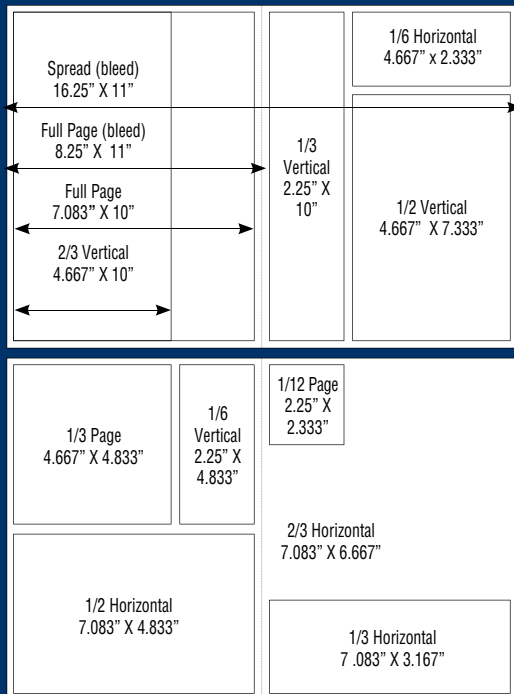
PUBLISHED SINCE 1972

MECHANICAL REQUIREMENTS

Trim Size	8" x 10.75"
Live Area Page	7.083" x 10"
Live Area Spread15" x 10"
Spread Bleed Size	16.25" x 11"
Page Bleed Size	8.25" x 11"
Binding Method	Saddle Stitched

- Two-color ad material should be supplied as four-color process.
- Publisher will charge for additional make-ready costs, including layout. PMS colors will be matched to four-color process. Production work billed at \$50 per hour U.S. funds.

DIMENSIONS



No extra charge for bleeds.

FILE REQUIREMENTS

Materials **MUST** be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

Guidelines in supplying your materials:

◆ **Photos:** Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

◆ **Ads:** Indesign; NO PageMaker. Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. No RGB. High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

◆ **Media Supported:** CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible

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◆ **Commissions:** 15 percent to recognized agencies for agency-supplied ads. Note: Publisher will charge for additional make-ready costs, including layout, typesetting, strip-ins and camera work. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.

TERMS AND CONDITIONS

EXTRAS: Advertising rates are based on digital files. However, normal ad preparation is provided free of charge. Complicated or unusual ad preparation is charged at cost. Two-color rates are based on usage of process color. To guarantee special position, add 5 percent to cost of space. Odd size ads: 20 percent extra charge.

INSERTS AND COST: Supplied by advertiser. One-page insert must have 4-inch flag. Earned black and white page rate. (One page considered one sheet, both sides.) Consult advertising department for bind-in costs and shipping instructions. Bind-in inserts should be supplied folded with a high folio lap of 1/4-inch.

COMMISSIONS: 15 percent to recognized agencies for digital files.

CIRCULATION: Total press run is 12,700. Consult your sales representative for territorial distribution details (split runs).

OTHER SERVICES: Inserts, polybagging, belly band, list rentals, cover wrap, reprints are available. Call for rates.

TERMS AND CONDITIONS: All advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into at Idaho Falls, ID, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements.

Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.

Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees.

Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.

MAILING INSTRUCTIONS

TO ADVERTISE: Send materials and advertising order to: *Potato Grower, c/o Harris Publishing Inc., 360 B St., Idaho Falls, ID 83402.*
Telephone: (208) 524-7000; FAX (208) 522-5241
For questions regarding ad materials and production, call Richard Holley, (208) 542-2219
E-Mail: rjh@harrispublishing.com.

STAFF

Publisher	<i>Jason Harris</i>
Senior Editor	<i>Steve Smede</i>
Editor	<i>Ryan Hales</i>
Assistant Editor	<i>Nancy Butler</i>
Advertising Director	<i>Richard Holley</i>
Account Executive	<i>Rob Erickson</i>
Group Secretary	<i>Magdalene Mercado</i>
Circulation Manager	<i>Yvonne Young</i>
Web Master	<i>Darrin Steffler</i>
Production Manager	<i>Janet Chase</i>
Design Artist	<i>Angela Hardy</i>
Design Artist	<i>Dayne Dingman</i>
Controller/Accounts	<i>Clayton Ward</i>
Marketing Director	<i>Robin Black</i>

For planning information, please call:
Richard Holley, (208) 542-2219
e-mail: rjh@potatogrower.com



**HARRIS
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