

PRODUCTION • POLICY • TECHNOLOGY

FARM JOURNAL

2015 Advertising Information

Advertising Rates

For 2015 advertising rates, please contact your Farm Journal Media representative.

Advertising Discounts

To best serve our customers' needs, FARM JOURNAL offers a wide range of incentive programs. Each package is customized to match the individual advertiser's budget and marketing objectives.

General Advertising Information

Contracts, insertion orders, disks and color guidance

Please send to: Farm Journal Advertising Department
30 South 15th Street
Suite 900
Philadelphia, PA 19102
Phone: (215) 557-8900
Fax: (215) 568-4221

Printed inserts

Please send to: R.R. Donnelley and Sons
Attn: David Huffman
3201 Lebanon Road
Danville, KY 40422
Attn: Farm Journal Ad Management
Phone: (859) 238-2631

Media transfer

PDF/X-1a files are preferred via the Farm Journal ad portal. Electronic files will be stored for one year. CD-ROM is acceptable. Please identify name of publication and specific issue on all materials.

FTP upload address

<http://adupload.farmjournalmedia.com/AdUpload/>

Split Runs/Inserts

Split run: Advertisers buying Regional or State Editions may make copy changes on State Edition boundaries provided the ad size and color remain identical. When changes are made within editions, a split premium will also apply. Contact your sales representative for complete details.

Inserts: *Farm Journal* can accommodate a wide variety of preprinted inserts. Rates and specifications for standard units are available upon request. For nonstandard or unique designs, please submit a dummy for acceptance.