

TopProducer

2015 Circulation and 2015 Advertising Information

State Edition Circulation

CENTRAL 91,975

Ohio 4,730
Michigan 2,858
Indiana 7,164
Wisconsin 3,279
Illinois 14,016
Minnesota 9,350
Iowa 13,835
Missouri 5,414
Dakotas 13,024
Nebraska 10,931
Kansas 7,374

SOUTH 19,641

Southwest 6,753
Delta 5,729
Georgia-Florida 979
Alabama 463
Tennessee 1,427
Carolinas 2,037
Kentucky 1,575
Virginia (incl. West Virginia) 678

NATIONAL 123,217**EAST 2,908**

DE-MD-NJ 851
New York-New England 1,323
Pennsylvania 734

WEST 8,693

Pacific 1,308
Northwest 2,732
Colorado 2,156
Montana-Wyoming 2,497

Circulation as of December 2014. Spring 2015 circulation will be updated in July of 2015. For more information about Top Producer's circulation profile and qualification process, contact your sales representative

General Advertising Information

Contracts, insertion orders, disks and color guidance

Please send to: *Top Producer* 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: James Dunning
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1382

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.

Advertising Rates

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

Advertising Discounts

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

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. Net premiums per page or fraction changed: Black \$700; 4 color \$1,500. When changes are made within editions, a split premium will also apply. Contact your sales representative for complete details.

Inserts: Top Producer 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.

FTP upload address:

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