

SOUTHEAST FARM PRESS®



Alabama • Delaware • Florida • Georgia • Kentucky • Maryland
 North Carolina • South Carolina • Tennessee (eastern)
 Virginia • West Virginia

Citrus	Peanuts	Tobacco
Corn	Pecans	Tomatoes
Cotton	Soybeans	Tree Fruit
Grain Sorghum	Strawberries	Vegetables
Hay	Stone Fruit	Wheat

DISPLAY UNITS

2010 Gross Rates

	Full Run	North or South Regions	Peanut Buy*	Vegetable Buy
FRONT COVER BANNER (Includes 4/C)	\$ 10,755	N/A	N/A	N/A
FRONT COVER EAR (Includes 4/C)	7,035	N/A	N/A	N/A
TABLOID PAGE	10,995	\$ 7,150	\$ 8,250	\$ 4,780
2-PAGE SPREAD	24,195	15,725	18,145	10,495
3/4 PAGE	8,960	5,825	6,715	3,910
JUNIOR PAGE	6,900	4,485	5,180	3,045
JUNIOR SPREAD	15,520	10,090	11,645	6,845
1/2 PAGE	6,345	4,130	4,750	2,795
1/2 PAGE SPREAD	13,945	9,065	10,420	6,145
1/3 PAGE	4,255	2,765	3,190	1,880
1/4 PAGE	3,220	2,090	2,415	1,420
1/6 PAGE	2,155	1,405	1,615	955
COLUMN INCH	270	180	210	120
COLOR RATES (PER PAGE)				
2-COLOR (STANDARD)	1,385	1,105	1,105	1,030
2-COLOR (PMS)	2,005	1,655	1,655	1,515
4-COLOR	3,170	2,535	2,535	2,080

Split-run advertising: In addition to the regional buys shown in the rate section, *Western Farm Press*, *Southwest Farm Press* and *Southeast Farm Press* offer copy change availability between regions.

Gross rate per change, per page on which change is made:

- \$940 - black plate change
- \$1,215 - 2-color plate changes
- \$1,545 - 4-color plate changes

Position charge:

Back cover:

10% additional on space and color rates (Back cover position guaranteed with tabloid page ad only)

Inside front cover, inside back cover or center spread:

5% additional on space and color rates.

*PEANUT COMBO RATE available for *Southeast Farm Press*/*Southwest Farm Press*/*Delta Farm Press*.