

# HOARD'S DAIRYMAN

The National Dairy Farm Magazine

Rate Card No. 87

Effective January 10, 2012 Issue



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Published Semi-monthly – 10th & 25th (One Issue - June, July, November & December)  
Fort Atkinson, WI 53538

Phone: (920) 563-5551 • Fax: (920) 563-7298

Web site: [www.hoards.com](http://www.hoards.com) • Email: [hdads@hoards.com](mailto:hdads@hoards.com)



Association of Business Media Companies

## 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, Kimberly Muñoz

Online Marketing Manager – Patti Hurtgen

## 2. REPRESENTATIVES

Meridian, ID 83642

H&P Company (Jan Ford)

104 East Fairview #232

Ph (800) 693-8048 / Fax (805) 783-2406

Mustang, OK 73064

H&P Company (Bill Pullen & Stephanie Taylor)

1328 West Whippoorwill Way

Ph (800) 867-5861 • Fax (405) 767-9094

## 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. Advertiser 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 workers from agricultural colleges, veterinarians, dairy farmers and specialists in subjects relating to dairying.

## 5. CIRCULATION INFORMATION

- a. Member of Audit Bureau of Circulation and American Business Media.
- b. Average circulation for six months ending June 30, 2011 – 63,317 – (ABC audited). Cost of subscription per year - \$18.00; individual copy - \$2.00.
- 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. Reader Response Card: A reader response card will be included in the issues of January 10, February 10, March 10, April 10, May 10, June, July, August 10, September 10, October 10, November and December. Minimum requirement is one-eighth page.
- g. 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.
- h. A World Ag Expo Supplement is included within the January 25 issue of Hoard's West. Closing date is December 1st. See your Hoard's representative for special rates for this supplement.

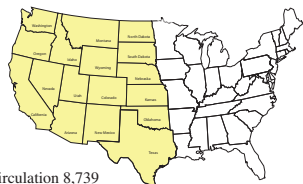
Send all orders and printing materials to:

**HOARD'S DAIRYMAN**  
c/o Advertising Department

28 West Milwaukee Avenue • Fort Atkinson, Wisconsin 53538  
Telephone (920) 563-5551 • Fax (920) 563-7298

Email: [hdads@hoards.com](mailto:hdads@hoards.com)

**HOARD'S WEST**



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

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

Circulation 8,739

**Hoard's West Advertising Rates**

	BW	2C	4C
<b>Quarter Page</b> , 13 inches (4-1/2 x 6-1/2)	1,414	1,914	2,414
<b>Half page vertical</b> , 26 inches (4-1/2 x 13)	2,818	3,318	3,818
<b>Half page horizontal</b> , 26 inches (9-1/8 x 6-1/2)	2,818	3,318	3,818
<b>Junior page</b> , 30 inches (7 x 10)	3,602	4,102	4,602
<b>Full page</b> , 52 inches (9-1/8 x 13)	4,503	5,003	5,503
<b>Junior page spread</b> , 60 inches (14-3/4 x 10-3/16)	7,207	8,207	9,207
<b>Full page spread</b> , 104 inches (19-1/2 x 13)	9,005	10,005	11,005

- Quarter page size (4-1/2 x 6-1/2) 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 – \$6,482; 4-page insert – \$8,644

**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.**

**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.



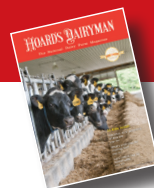
**en español Advertising Rates**

	BW	2C	4C
<b>1 page</b> , (6-7/8w x 9-1/2d or 7w x 10d)	1,500	1,750	2,000
<b>2 pages</b>	3,000	3,500	3,750
<b>2 pages (center spread)</b>	4,000	4,500	5,000
<b>Two-third page</b> , (4-1/2w x 9-1/2d)	1,000	1,500	1,750
<b>Half page</b> , (7w x 5d)	800	950	1,100
<b>Tab quarter</b> , (4-1/2w x 6-1/2d)	800	950	1,100
<b>One-third page</b> , (2-1/4w x 9-1/2d)	600	700	800
<b>One-quarter page</b> , (3-1/4w x 4-3/4d)	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.**



**2012 GENERAL ADVERTISING RATES**

	Black & White	Black & One Color	3 & 4 Color
<b>Per Inch*</b>	400	–	–
<b>One Eighth page</b> , 91 lines	2,597	–	–
<b>Quarter page</b> , 182 lines	5,012	5,512	7,612
<b>Half junior page</b> , 210 lines	7,011	7,511	9,611
<b>Half page</b> , 364 lines	10,020	10,520	12,620
<b>Junior page</b> , 429 lines	14,023	14,523	16,623
<b>Three-fourth page</b> , 546 lines	14,023	14,523	16,623
<b>Full page</b> , 728 lines	18,044	18,544	20,644
<b>Junior page spread</b> , 858 lines	28,046	29,046	33,246
<b>Full page spread</b> , 1,456 lines	36,060	37,060	41,260

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

**8. CLASSIFIED ADVERTISING**

- a. Classified: \$2.50 per word per issue with the exception of "Farm Labor ads" for which the rate is \$2.45 per word per issue. Classified display (publisher's type selection): \$250 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 \$22,708

**10. COLOR**

- a. Minimum color charge: Black and one color – \$500; 3 or 4 color – \$2,600
- 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 – \$250 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 – \$14,087  
4-pg insert – \$18,783
- 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** (one-quarter page or larger):

<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: 10-1/4 inches by 14-1/4 inches
- b. Single-column width – 13 picas or 2-1/6 inches  
Double-column width – 27 picas or 4-1/2 inches  
Column depth – 182 lines or 13 inches
- c. 

	<i>(inches)</i>	<b>Width</b>	<b>Depth</b>
Full page		9-1/8	13
Junior page (429 lines)		7	10
3/4 page (3 columns)		7	13
1/2 page (2 columns)		4-1/2	13
1/2 page (horizontal)		9-1/8	6-1/2
1/2 junior page (3 columns)		7	5
1/4 page (2 columns)		4-1/2	6-1/2
1/4 page (single column)		2-1/6	13
Full page spread		19-1/2	13
Junior page spread		14-3/4	10
1/2 junior page spread		14-3/4	5
1/2 horizontal page spread		19-1/2	6-1/2
- d. Orders for black and one-color advertisements should state color desired. All colors must be converted to CMYK format. Specific pantone colors may be accepted with an additional charge of \$250. Order must specify exact pantone desired.
- e. All composition by publisher will be charged at going commercial rates.
- f. Electronic files will be held for a limited time. Disks will only be returned upon request.

**15. BLEED**

- a. No bleed charge
- b. Mechanical requirements:
  - Full-page bleed** – material size 10-1/2 x 14-1/2; trim size 10-1/4 x 14-1/4; live matter centered 9-3/4 x 13-3/4.
  - Full-page spread bleed** – material size 21 x 14-1/2; trim size 20-1/2 x 14-1/4; live matter centered 19-1/2 x 13-3/4.
  - Junior page bleed** – Material size 7-5/8 x 11-1/4; trim area 7-3/8 x 10-3/4; live matter centered 7 x 10-1/4.
  - Junior spread bleed** – Material size 14-3/4 x 11-1/4; live matter centered 14 x 10-1/4.
  - Three Fourth page bleed** – Material size 7-5/8 x 14-1/2; live matter centered 7 x 13-3/4
  - One-half vertical page bleed** – Material size 5-1/4 x 14-1/2; live matter centered 4-1/2 x 13-3/4.
  - One-half horizontal page bleed** – Material size 10-1/2 x 7-1/4; live matter centered 9-3/4 x 6-3/4.
  - One-half junior spread bleed** – Material size 14-3/4 x 5-3/4; live matter centered 14 x 5.
  - Horizontal half page spread bleed** – Material size 21 x 7-1/4; live matter centered 19-1/2 x 6-3/4.

**16. 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.

**17. 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 and DVD RW.
  - b. **Programs:** QuarkXPress 4.1-6.5; Adobe Creative Package CS-CS4.
  - 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](http://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 converted to CMYK format. Specific pantone colors may be accepted with an additional charge of \$250. Order must specify exact pantone desired.
  - 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:** **FTP address - [hoards.com](http://hoards.com); Username: [hoardsftp](mailto:hoardsftp); Password: [ftp311](http://ftp311). Upload ads to Incoming Ads in the public\_html folder. Ads submitted via email should be sent to [hdads@hoards.com](mailto:hdads@hoards.com).**  
A proof of the ad should be faxed to Gayle Grandt at (920) 563-7298.
  - j. Issues of Hoard’s Dairyman are now 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.
- 18. 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 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 3-1/2 inch binding hanger. Other requirements are on a case-by-case basis, depending upon insert format and other criteria.
  - e. Inserts should be shipped no later than 15 days preceding issue date to: Hoard’s Dairyman, Attn: Gayle Grandt, 28 W. Milwaukee Avenue, Fort Atkinson, WI 53538.
  - f. We have the ability to print inserts. Call the Estimating Department at Hoard’s for a quote (920) 563-5551.