

Western Farm, Ranch & Dairy Magazine

a division of Ritz Family Publishing, Inc.

714 N. Main Street, Meridian, ID 83642 • (208) 955-0124 • Toll Free: 1(800) 330-3482 • Fax: (208) 955-0125

E-mail: info@ritzfamilypublishing.com • Website: www.ritzfamilypublishing.com

media kit



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Enclosed is information regarding our advertising rates for the ***Western Farm, Ranch & Dairy Magazine***. We would also like to share some other information about our publication.

Western Farm, Ranch & Dairy Magazine is published quarterly and covers eighteen states with two regional editions.

West/Southwest: Arizona / California / Idaho / Nevada / New Mexico / Oregon / Utah / Washington

Rocky Mountain/Heartland: Colorado / Iowa / Kansas / Missouri / Montana Nebraska / North Dakota / South Dakota / Wisconsin / Wyoming

Western Farm, Ranch & Dairy Magazine is a full color 8 x 10 magazine. We normally run 40 percent advertising to 60 percent editorial copy including business features, industry, regional and national news.

Full color and spot color are available for all display ads. In addition, we offer one free spot color for any ad 1/4th page or larger. Another free benefit included with your paid ad is a Hyperlink which we place on our website to take your customer to your website.

Our publications are distributed by U.S. Mail and FedEx ground to our subscribers, advertisers and also to distributors such as feed stores, farm implement shops and other ag centers.

In addition to physical distribution, our publications are available on our web site for download. This online feature increases your business exposure thereby maximizing your advertising dollars.

When submitting your ad materials, please contact us via e-mail or by phone for ad specifications or go online to www.ritzfamilypublishing.com for ad specifications.

At ***Western Farm, Ranch & Dairy Magazine***, we work hard to provide a comprehensive view of all aspects of the ag industry. This extra effort makes ***Western Farm, Ranch & Dairy Magazine*** the vital resource it is—an effective advertising vehicle for your business.

Western Farm, Ranch & Dairy Magazine is one of the best investments you can make when it comes to spreading the word about your business throughout the Western United States farming and ranching community.

Sincerely,
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ADVERTISING SIZES/RATES

Full Color Cover Ads

Back	9 H x 7 W	\$ 1699.00
Inside Front	9 H x 7 W	\$ 1699.00
Inside Back	9 H x 7 W	\$ 1699.00

Display Ads

Size	Dimensions	Black & White	1 Additional Color	Full Color
Double Truck	8 3/4 H x 14 1/2 W	N/A	N/A	\$ 2,799.00
Full Page	9 H x 7 W	\$ 1,199.00	\$ 1,199.00	\$ 1,399.00
2/3 Page (V)	8 3/4 H x 4 1/4 W	\$ 899.00	\$ 899.00	\$ 1,049.00
2/3 Page (Box)	5 3/4 H x 6 1/2 W	\$ 899.00	\$ 899.00	\$ 1,049.00
1/2 Page (V)	8 3/4 H x 3 1/8 W	\$ 769.00	\$ 769.00	\$ 869.00
1/2 Page (H)	4 1/4 H x 6 1/2 W	\$ 769.00	\$ 769.00	\$ 869.00
1/3 Page (V)	8 3/4 H x 2 W	\$ 669.00	\$ 669.00	\$ 759.00
1/3 Page (H)	2 3/4 H x 6 1/2 W	\$ 669.00	\$ 669.00	\$ 759.00
1/3 Page (Box)	4 1/4 H x 4 1/4 W	\$ 669.00	\$ 669.00	\$ 759.00
1/4 Page (H)	2 H x 6 1/2 W	\$ 569.00	\$ 569.00	\$ 649.00
1/4 Page (Box)	4 1/4 H x 3 1/8 W	\$ 569.00	\$ 569.00	\$ 649.00
1/4 Page (V)	4 1/4 H x 3 1/8 W	\$ 569.00	\$ 569.00	\$ 649.00
1/6 Page (V)	4 1/4 H x 2 W	\$ 499.00	\$ 529.00	\$ 559.00
1/6 Page (H)	2 3/4 H x 3 1/8 W	\$ 499.00	\$ 529.00	\$ 559.00
1/8 Page (V)	3 1/8 H x 2 W	\$ 399.00	\$ 424.00	\$ 449.00
1/8 Page (H)	2 H x 3 1/8 W	\$ 399.00	\$ 424.00	\$ 449.00
1/12 Page	2 H x 2 W	\$ 319.00	\$ 334.00	\$ 349.00

Classified Ads

Boxed	1 H x 2 W	\$ 219.00
4 Line	Max 34 characters per line. Additional lines are \$30.00 per line.	\$ 179.00

All prices quoted are in U.S. Dollars, per region and do not reflect the 10% discount for multiple regions. Ritz Family Publishing, Inc. reserves the right to change pricing, benefits and sizes without notice.

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DOCUMENT SPECIFICATIONS

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Our graphics department are both Mac & Windows based. We currently use the following programs:

Mac

Adobe **InDesign CS3**

Adobe **PageMaker 7.0**

Adobe **Photoshop CS3**

Adobe **Illustrator 10.0**

Adobe **Acrobat 8.0**

PC

Adobe **InDesign CS**

Adobe **PageMaker 6.5**

Adobe **Photoshop 7.0**

Adobe **Illustrator 7.0**

(If you do not see your software listed and are planning to send your files in their native applications, please contact our graphics department for any compatibility issues)

A word about your images:

DIGITAL IMAGES need to be supplied to us at 300dpi (Dots Per Inch). Please **DO NOT** use photos from or saved for the web as they are low resolution (72dpi). Black and White images should be saved as grayscale. Full color images should be saved as CMYK (process color). Photos may be saved in PDF, TIFF or EPS format. High resolution JPEG is also acceptable.

Note: If you are using a digital camera to capture your photos, be aware of the resolution setting as your digital camera may default to a low resolution setting designed for web content. PHYSICAL IMAGES (prints) need to be actual photographs. Please **DO NOT** send faxes, photocopies or printouts from your computer as we will not be able to use them.

A word about your digital files:

You may send your files in their native application or in PDF (portable document file) format. If your files are sent in their native applications, please be sure to include all appropriate fonts (PostScript, True Type, etc.) as well as any logo and photo linked to the document. This will insure that the ad opens properly with no surprises. All bleeds should extend 1/4" past the image area. Articles may be saved in a text format (Word, Text Edit, Etc.).

Media formats we can accept:

Portable Media (Compact Flash, Secure Digital, Etc.) • CD-R & CD-RW • DVD-R & DVD-RW • ZIP 100mb

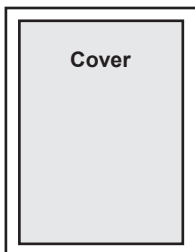
Please make sure once you have saved your file(s) to disk, reopen them and verify the contents of the disk. Also, please include a printed list of files and folders as well as a hard copy or matchprint of your ad for quality control purposes.

Sending us your digital files:

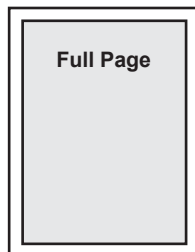
We can accept files via e-mail. If your file is large, you may wish to compress the file via Stuffit or WinZip. We have FTP (File Transfer Protocol) available. Please contact us if you wish to use FTP as we will need to issue a user name and password. When mailing your files, photos, etc., we recommend using a service with tracking or delivery confirmation.

Feel free to contact us with any questions you may have. We look forward to hearing from you!

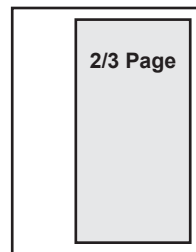
AD SIZES / DIMENSIONS



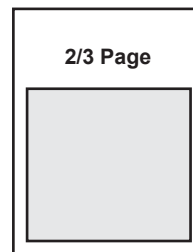
Full Page Cover: 9" x 7"



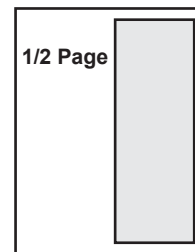
Full Page: 9" x 7"



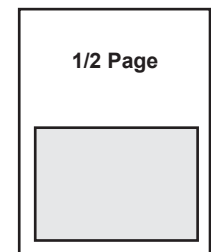
(Vertical): 8 3/4" x 4 1/4"



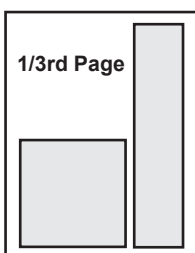
Box: 5 3/4" x 6 1/2"



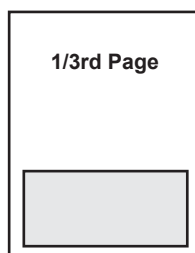
Vertical: 8 3/4" x 3 1/8"



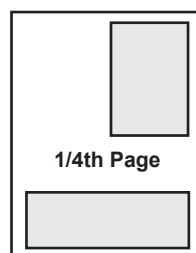
Horizontal: 4 1/4" x 6 1/2"



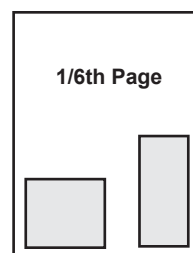
Box: 4 1/4" x 4 1/4"
Vertical: 8 3/4" x 2"



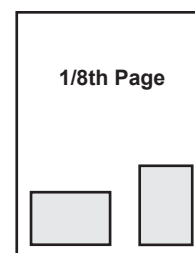
Horizontal: 2 3/4" x 6 1/2"



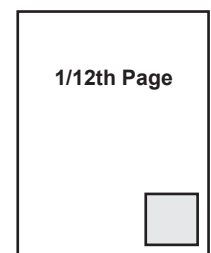
Vertical: 4 1/4" x 3 1/8"
Horizontal: 2" x 6 1/2"



Box: 2 3/4" x 3 1/8"
Vertical: 4 1/4" x 2"



Vertical: 3 1/8" x 2"
Horizontal: 2" x 3 1/8"



Box: 2" x 2"

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