

# *Western Farm, Ranch & Dairy*

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](mailto:info@ritzfamilypublishing.com) • Website: [www.farmranchdairy.com](http://www.farmranchdairy.com)

## **Media Kit**



[www.FarmRanchDairy.com](http://www.FarmRanchDairy.com)



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## Welcome!

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Thank you for your interest in the *Western Farm, Ranch & Dairy Magazine*.

*Western Farm, Ranch & Dairy Magazine* is a full color 8 x 10 magazine with a high gloss cover. Magazine content is generally 40 percent advertising to 60 percent editorial copy including business features, industry, regional and national news.

The magazine is published quarterly with two regional editions—**West/Southwest** and **Rocky Mountain/Heartland**. Coverage for the **West/Southwest** includes: Arizona / California / Idaho / Nevada / New Mexico / Oregon / Utah / Washington. Coverage for the **Rocky Mountain/Heartland** includes: Colorado / Iowa / Kansas / Minnesota / Missouri / Montana / Nebraska / North Dakota / Oklahoma / South Dakota / Texas / Wisconsin / Wyoming.

*Western Farm, Ranch & Dairy Magazine* is distributed by mail to our subscribers, advertisers and to distribution points such as feed stores, farm implement shops, ag centers, and select distribution at farm and agriculture shows. In addition to the physical distribution, all of our publications are available online for viewing and downloading at [www.farmranchdairy.com](http://www.farmranchdairy.com). This online feature increases your business exposure thereby maximizing your advertising dollars.

Full color, spot color, and black and white are available for all display ads. In addition, we offer one **FREE** additional color (spot color) for any display ad 1/4th page or larger. With your purchase of a 1/4 page or larger ad, you may include an article and a photo which we will run with your ad at no additional cost. Another **FREE** benefit included with your paid ad (any size) is a hyperlink (weblink) which we place on our website to take potential customers to your website.

Included with your ad purchase (any size), we offer **FREE** graphic design. Already have an ad you would like to use? Great! We can accept most formats. When submitting an ad or materials (logo, photos, etc), please contact us by e-mail or phone via the contact information listed in the above header. You may also visit our website at [www.farmranchdairy.com](http://www.farmranchdairy.com).

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 agricultural community.

Thanks again for your interest in the *Western Farm, Ranch & Dairy Magazine*. We look forward to working with you.  
Sincerely,

*Western Farm, Ranch & Dairy*

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## Advertising Sizes/Rates

### Full Color Cover Ads

Back	9 H x 7 W	\$ 1749.00
Inside Front	9 H x 7 W	\$ 1749.00
Inside Back	9 H x 7 W	\$ 1749.00

### Display Ads

Size	Dimensions	Black & White	1 Additional Color	Full Color
Full Page	9 H x 7 W	\$ 1,249.00	\$ 1,249.00	\$ 1,449.00
2/3 Page (V)	8 3/4 H x 4 1/4 W	\$ 959.00	\$ 959.00	\$ 1,099.00
2/3 Page (Box)	5 3/4 H x 6 1/2 W	\$ 959.00	\$ 959.00	\$ 1,099.00
1/2 Page (V)	8 3/4 H x 3 1/8 W	\$ 829.00	\$ 829.00	\$ 899.00
1/2 Page (H)	4 1/4 H x 6 1/2 W	\$ 829.00	\$ 829.00	\$ 899.00
1/3 Page (V)	8 3/4 H x 2 W	\$ 729.00	\$ 729.00	\$ 799.00
1/3 Page (H)	2 3/4 H x 6 1/2 W	\$ 729.00	\$ 729.00	\$ 799.00
1/3 Page (Box)	4 1/4 H x 4 1/4 W	\$ 729.00	\$ 729.00	\$ 799.00
1/4 Page (V)	4 1/4 H x 3 1/8 W	\$ 629.00	\$ 629.00	\$ 699.00
1/4 Page (H)	3 1/8 H x 4 1/4 W	\$ 629.00	\$ 629.00	\$ 699.00
1/4 Page (Banner)	2 H x 6 1/2 W	\$ 629.00	\$ 629.00	\$ 699.00
1/6 Page (V)	4 1/4 H x 2 W	\$ 579.00	\$ 599.00	\$ 629.00
1/6 Page (H)	2 H x 4 1/4 W	\$ 579.00	\$ 599.00	\$ 629.00
1/6 Page (Box)	2 3/4 H x 3 1/8 W	\$ 579.00	\$ 599.00	\$ 629.00
1/8 Page (V)	3 1/8 H x 2 W	\$ 479.00	\$ 499.00	\$ 529.00
1/8 Page (H)	2 H x 3 1/8 W	\$ 479.00	\$ 499.00	\$ 529.00
1/12 Page	2 H x 2 W	\$ 379.00	\$ 399.00	\$ 429.00
1/24 Page (BDL)	1 H x 2 W	\$ 279.00	\$ 299.00	\$ 329.00

### Classified Ads

Up to 6 lines (34 characters per line). \$ 229.00  
Additional lines are \$30.00 per line.

All prices quoted are in U.S. Dollars, per region and do not reflect the 10% discount for multiple regions.  
Western Farm, Ranch & Dairy Magazine reserves the right to change pricing, benefits and sizes without notice.

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## **Magazine Distribution – 2021 Farm Shows**

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### **Winter/Spring issues: Dec - March**

Dakota Farm Show – DakotaDome, Vermillion, SD  
Northern Illinois Farm Show – NIU Convocation Center, DeKalb, IL  
Fort Wayne Farm Show – Allen County War Memorial Coliseum Ft. Wayne, IN  
Sioux Falls Farm Show – Denny Sanford Premier Center, Sioux Falls, SD  
Iowa Power Farming Show – Iowa Events Center, Des Moines, IA  
KMOT AG Expo – North Dakota State Fair Center, Minot, ND  
Spokane Ag Expo – Spokane Convention Center, Spokane, WA  
World Ag Expo – International Agri-Center, Tulare, CA  
National Farm Machinery Show – Kentucky Exposition Center, Louisville, KY  
Mid-South Farm & Gin Show – Memphis Cook Convention Center, Memphis, TN  
Hawkeye Farm Show – UNI-Dome, Cedar Falls, IA  
Grain Elevator and Processing Society  
(GEAPS) Exchange – Minneapolis Convention Center, Minneapolis, MN

### **Summer/Fall issues: June - Sept**

Minnesota Farmfest – Morgan, MN  
Dakotafest – Mitchell, SD  
Farm Progress Show – Boone, IA  
Big Iron Farm Show – Red River Valley Fairgrounds, West Fargo, ND  
Farm Science Review – The Ohio State University, Columbus, OH

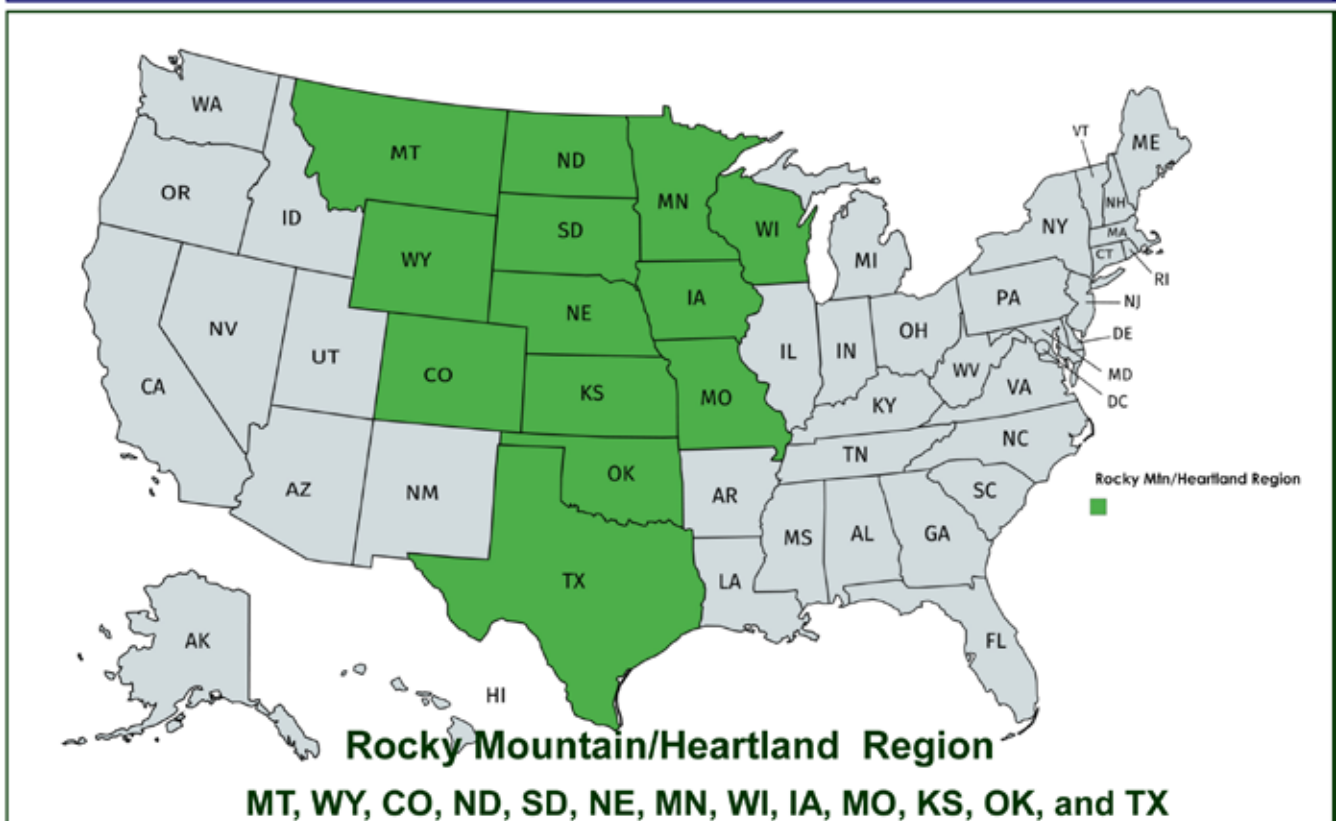
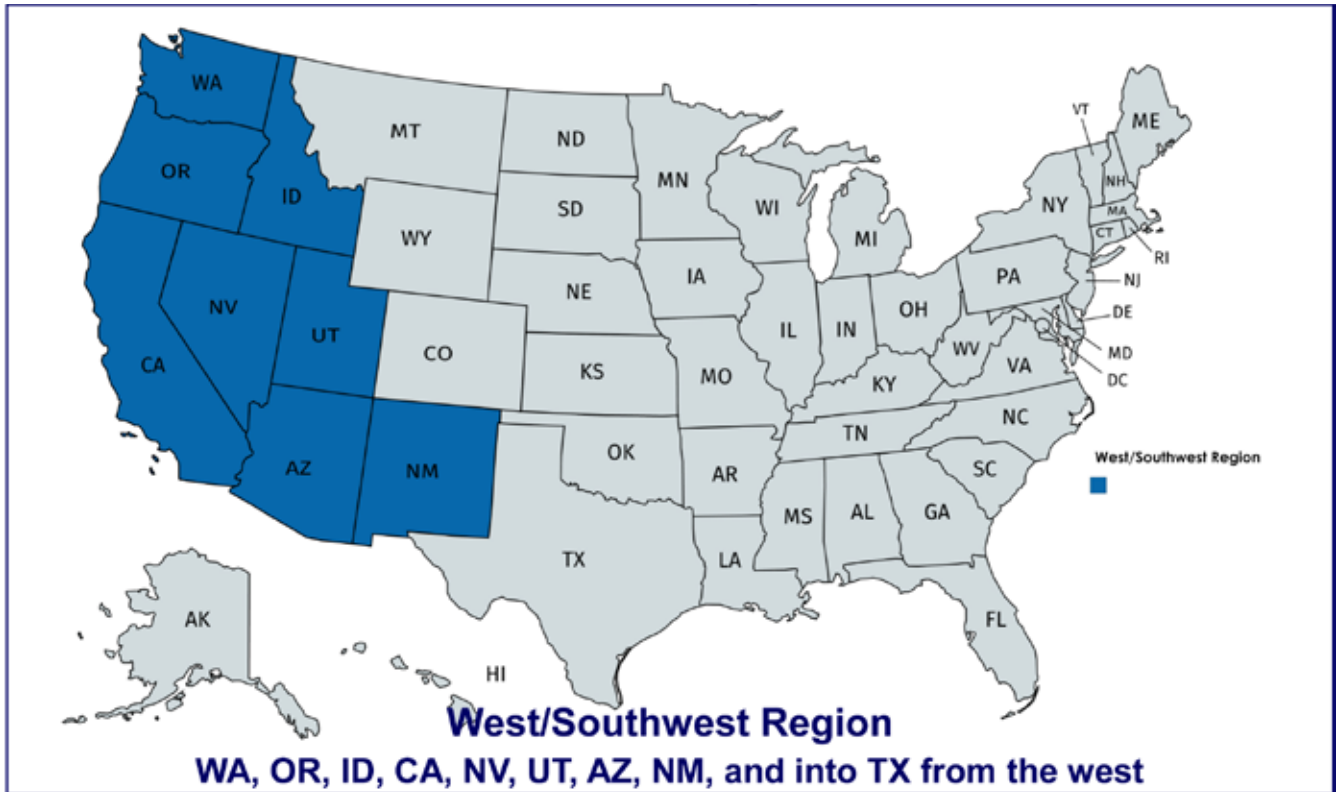
### **Fall/Winter issues: Sept - Dec**

Sunbelt Expo – Moultrie, GA  
South Texas Farm & Ranch Show – Victoria Community Center, Victoria, TX  
Willamette Valley Ag Expo – Linn County Fair & Expo Center, Albany, OR  
Nebraska Power Farming Show – Lancaster Events Center, Lincoln, NE  
Indiana-Illinois Farm and Outdoor Power  
Equipment Show – Indiana State Fairgrounds, Indianapolis, IN

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## Available Regions



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## **Ad Deadlines & Editorial Calendar**

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### **Spring/Summer Issue – Mid March to Mid June**

Placement Deadline – January 15th, 2021    Ad Copy Deadline – January 29th, 2021

Magazine Focus: Irrigation, Planting, Livestock and Hay

### **Summer/Fall Issue - Mid June to Mid September**

Placement Deadline – April 23rd, 2021    Ad Copy Deadline – May 7th, 2021

Magazine Focus: National Dairy Month, Equipment, Irrigation and Pre-Harvest

### **Fall/Winter Issue - Mid September to Mid December**

Placement Deadline – July 16th, 2021    Ad Copy Deadline – July 30th, 2021

Magazine Focus: Harvest, Livestock Sales, Equipment and Seed

### **Winter/Spring Issue - Mid December to Mid March**

Placement Deadline – October 19th, 2021    Ad Copy Deadline – November 3rd, 2021

Magazine Focus: Ag Shows, Pre-Planting, Potatoes, Heating and Seed

Deadlines and editorial focus are subject to change.

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## Ad/Article Specifications

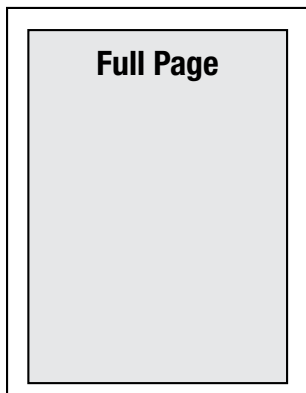
### Formatting:

We accept ad layouts, images, photos, etc. in PDF, PSD, EPS, JPEG and TIFF formats. Files should be saved in CMYK with a resolution of 300 dpi (dots per inch). Articles should be saved in a text format. Full page ads may include a bleed and should extend 1/4" past the magazine trim (8x10) on all sides. Full page ads not meeting this requirement will be re-sized accordingly to remove bleed from ad. If you are planning to send your files in their native applications, please contact your Account Executive for any potential compatibility issues, fonts, images, etc.

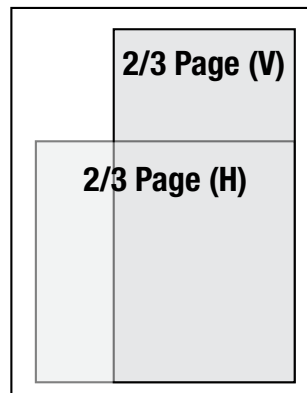
### Sending us your ad materials:

Actual photographs may be submitted, but is not recommended. Submitted photos will not be returned unless requested. We accept most current physical format media. Please be sure to verify the contents prior to mailing. We recommend including a hard copy of your ad for quality control purposes. Large files (up to 25MB) may be submitted via e-mail. We also have FTP (File Transfer Protocol) available. **Demand Positioning:** Subject to availability. Please contact your Account Executive for details.

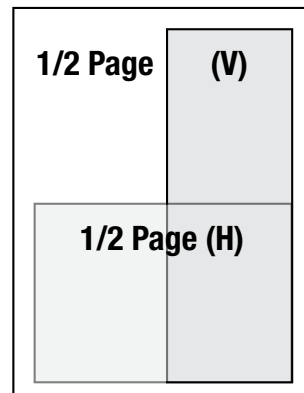
Feel free to contact us with any questions you may have. We look forward to hearing from you!



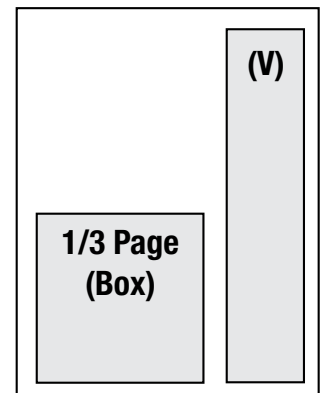
Full Page: 9" x 7"  
400-500 word article & 2 photos



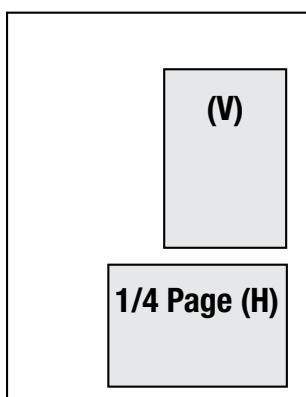
Vertical: 8 3/4" x 4 1/4"  
Box: 5 3/4" x 6 1/2"  
300-400 word article & 1 photo



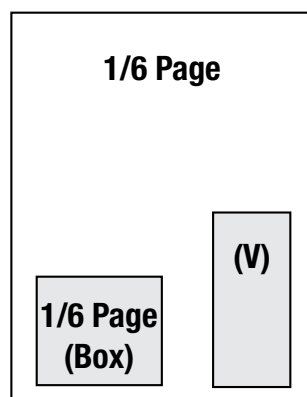
Vertical: 8 3/4" x 3 1/8"  
Horizontal: 4 1/4" x 6 1/2"  
300-400 word article & 1 photo



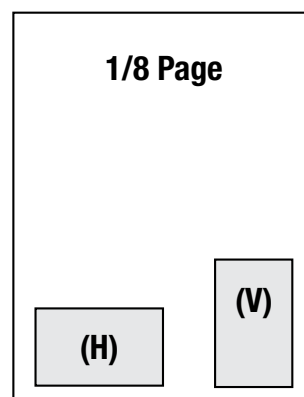
Vertical: 8 3/4" x 2"  
Box: 4 1/4" x 4 1/4"  
300-400 word article & 1 photo



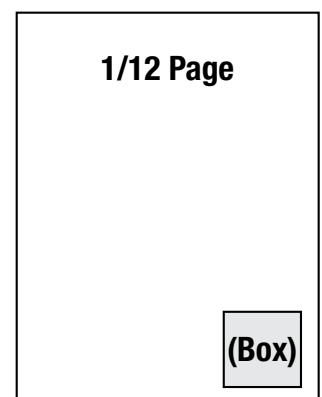
Vertical: 4 1/4" x 3 1/8"  
Horizontal: 3 1/8" x 4 1/4"  
200-300 word article & 1 photo



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



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



Box: 2" x 2"

**\*\*\*Just a reminder, we offer FREE graphic design with any ad purchase.\*\*\***

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## **Helpful Article Tips & Our Guarantee**

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### **1. Develop a worksheet or an outline:**

Start by brainstorming writing down your ideas as they come to you. Some things you may wish to include are: when and why did the business start, how the business developed and became a success, the product or service the company offers, etc. After clarifying what is important, begin to layout the basic structure in logical sequence.

### **2. Title of the article:**

One the most important parts of the writing process is the title of the article. Without it, how do you entice the reader to look at your article? Using your company name or product name in the title may work as product recognition can be key with customers. Introducing the most important benefit of your product or service you offer can grab the reader's attention.

### **3. Introduction paragraph:**

In your article, begin by recognizing your potential customers problem. You might try to grab the readers attention by beginning with a funny, clever or surprising statement. You can also begin the introduction with a question or motivational statement.

### **4. Body of article:**

In your article, tell about the product or service your company offers and go into detail about the specifics and benefits. You are the expert, so let the potential customer know that. Quotes that express the opinions of others or customer testimonials can also be very useful. You may wish to go into your company profile, achievements, goals or reason for the business just make sure it doesn't turn into a mission statement. Adding human interest such as who helped you start, your family and yourself can give the article a personal touch, however, be aware that articles space is limited so focus on what is important to you.

### **5. Ending paragraph:**

Review the important points of the article. You may wish to wrap it up with a catchy phrase or a quote. Be sure to include in the last paragraph your contact information so the potential customer may contact you about your product or service. Hey, they won't buy it if they don't know how to get it, right?

***As promised, with your 1/4th page or larger ad, send us your article & photo and we'll run it with your ads at no additional cost. Please contact your Account Executive for details!***