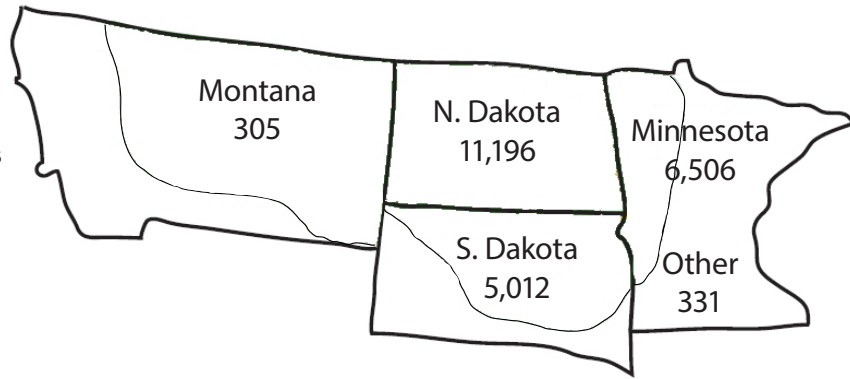


**Circulation:**

Prairie Grains Magazine has a well-defined circulation of over 23,350 of the top small grains growers in Minnesota, the Dakotas and Montana. If you need to target your message to decision makers in small grains production, Prairie Grains Magazine is the place to do it. Prairie Grains Magazine is circulated to members of the Minnesota Association of Wheat



Growers, Montana Grain Growers Association, North Dakota Grain Growers Association, South Dakota Wheat, Inc. and Minnesota Barley Growers Association as well as non-member growers who produce 250 acres or more of spring wheat and barley in North Dakota and Minnesota. Upper-level members of the Montana Grain Growers Association receive Prairie Grains.

Our list is continually updated with data from grower associations, county data from the Farm Service Agency and many other sources to be sure we're landing in the mailboxes of your target audience. Prairie Grains reaches the growers you need to succeed with credible, pertinent information in a package designed for farmers, by farmers.

Ask about Prairie Grains readership surveys for full details.



**Editorial Calendar:**

Issue	Ad Materials Due On	Release Date
# 177 August 2020	08/03/20 .....	08/24/20
# 178 Nov.-Dec. 2020	11/02/20 .....	11/23/20
# 179 January 2021	12/21/20 .....	01/12/21
# 180 February 2021	01/18/21 .....	02/08/21
# 181 March 2021	02/22/21 .....	03/15/21
# 182 April 2021	04/06/21 .....	04/27/21

**CONTACTS**

For more information, contact

Marlene Dufault  
Prairie Grains Magazine  
2604 Wheat Drive  
Red Lake Falls, MN 56750  
Ph: 218.253.2074  
email: mdufault@gvtel.com

Accounting Dept. / Gail  
Minnesota Association of Wheat Growers  
2600 Wheat Drive  
Red Lake Falls, MN 56750  
Ph: 218.253.4311 Ext 4

# Prairie Grains Rate Card

## 2020 - 2021



Rate Card No. 25 - Agency

**Mechanical Requirements:**

**PRAIRIE GRAINS MAGAZINE**

<u>Size</u>	<u>Width x Height</u>
2 page spread (bleed)	16-3/4" x 10-3/4"
(non-bleed)	15-3/4" x 9-5/8"
Full page* (bleed)	8-3/8" x 10-3/4"
Full page (non-bleed)	7-3/8" x 9-5/8"
3/4 page vertical	5-1/2" x 9-5/8"
horizontal	7-3/8" x 7-1/4"
Junior page	5-1/2" x 7-7/8"
2/3 page vertical	5-1/2" x 8-5/8"
horizontal	7-3/8" x 6-1/2"
1/2 page vertical	3-5/8" x 9-5/8"
horizontal	7-3/8" x 4-7/8"
1/3 page vertical	3-5/8" x 6-1/2"
horizontal	7-3/8" x 3-1/4"
rectangular	5-1/2" x 4-3/8"
1/4 page vertical	1-3/4" x 9-5/8"
horizontal	7-3/8" x 2-1/4"
rectangular	3-5/8" x 4-7/8"
1/6 page vertical	1-3/4" x 6-1/2"
horizontal	5-1/2" x 1-5/8"
rectangular	3-5/8" x 3-1/4"
1/8 page vertical	1-3/4" x 4-7/8"
horizontal	3-5/8" x 2-1/2"
1/16 page vertical	1-3/4" x 2-1/2"
horizontal	3-5/8" x 1-1/4"

**Mechanical Specifications:**

Publication Trim Sizes: 8-3/8" x 10-3/4"  
 Preferred Line Screen: 133  
 Resolution: 266  
 Colors: Process

**Offset Printing:**

Right reading negatives, emulsion side down  
 \* Bleeds:

Allow 1/4" bleed beyond trim size of magazine.  
 Keep live matter 3/8" from trim and top; 1/2" from bottom; 3/8" from side; & 1/4" from gutter.

**Advertising Rates - Prairie Grains Magazine:**

Space	1X	2-3X	4-5X	6X
2-Page Spread (Center)*	\$5,900	\$5,550	\$4,625	\$4,180
2-Page Spread (Match)*	\$5,150	\$4,750	\$4,350	\$3,895
Back Cover*	\$3,220	\$2,950	\$2,695	\$2,450
Inside Covers*	\$3,035	\$2,850	\$2,575	\$2,320
B&W Rates: Full Page	\$2,170	\$2,025	\$1,875	\$1,690
3/4 Page	\$1,480	\$1,385	\$1,250	\$1,125
2/3 Page	\$1,300	\$1,200	\$1,100	\$990
Junior Page	\$1,210	\$1,110	\$1,010	\$910
1/2 Page	\$1,000	\$925	\$875	\$750
1/3 Page	\$655	\$610	\$560	\$495
1/4 Page	\$495	\$460	\$425	\$380
1/6 Page	\$320	\$300	\$275	\$235
1/8 Page	\$240	\$225	\$205	\$180
1/16 Page	\$125	\$115	\$105	\$95

\* Spreads and Covers include 4-color Agency Commission - 15%

**Preferred Production Format:**

Our preferred format for ad production is digital (see digital guidelines below). Traditional mechanicals also accepted.

**Digital Guidelines:**

Acceptable application files include: High Resolution, Press Ready PDF's; QuarkXPress; Adobe InDesign; Adobe Photoshop; Adobe Illustrator and Freehand. Necessary file types are as follows: Images: TIFF or EPS; Font: PostScript Type 1; and logos: EPS. Acceptable media includes: DVD or CD

**Special Services:**

Special Services available include: Split Run Advertising Copy; Polybagging, Cover Wraps; Editorial Sponsorships. Call Marlene for details.

**Color Charges:**

Black + 1 color	\$175.00
Black + 2 colors	\$350.00
Black + 3 colors	\$500.00

**Preprinted Inserts:**

SIZE	CPM
1-4 pages	\$120.00
3-8 pages	\$130.00
8-12 pages	\$150.00
Over 12 pages	Call for quote
Minimum insert fee	\$500.00

(Preprinted insert rates are based on best available position. For preferred positions, call for quote.)

**Insert Specifications:**

Final trim 8-3/8" x 10-3/4"; 1/8" head trim; minimum 3/8" folio lap; minimum 1/8" margin for bleeds; minimum size 4-1/2" x 6". Deliver 10 days prior to publication.

**Advertising Policy:**

Prairie Grains reserves the right to refuse any advertising it considers objectionable.