

# FARM TALK

www.FarmTalkNews.com

## Our Culture Is... AGRICULTURE

*Your Four State Area  
Resource  
For All Things Ag*



2023 Advertising Rate Card

# Put Your Business On **DISPLAY**

## EARNED DISPLAY RATES

*Advertisers will be billed in accordance with the following scale based on the number of column inches of advertising used in any four week period.*

1/4 Page – 21 Column Inches      1/2 Page – 42 Column Inches  
 3/4 Page – 63 Column Inches      Full Page – 84 Column Inches  
 Page Size: 10-1/4 inches wide x 14 inches tall

1-41 Column Inches (flat rate) .....	\$9.75
42-83 Column Inches .....	\$9.00
84-167 Column Inches .....	\$8.50
168-335 Column Inches .....	\$8.10
336 Or More Column Inches.....	\$7.80

## STANDING ADVERTISEMENT RATES

*Rates must be contracted for in advance. This is the lowest advertising rate possible for the advertiser wishing to run a relatively small, uniform-sized display ad on a regular basis.*

12 Consecutive Weeks Or 1 Ad Per Month .....	\$9.25
24 Consecutive Weeks Or 2 Ads Per Month.....	\$8.75
52 Consecutive Weeks.....	\$8.25

## ANNUAL SPACE CONTRACT RATES

*Annual bulk space contracts are available for advertisers who wish to earn a better rate. Space must be contracted for in advance. The annual space contract offers both low rates and flexibility for seasonal or monthly changes in advertising volume.*

1,092-2,183 Column Inches/Year .....	\$8.40
2,184-4,367 Column Inches/Year .....	\$8.00
4,368 Or More Column Inches/Year .....	\$7.70

## Standard Sizes **AT A GLANCE**

1/4 Page	1/3 Page	1/2 Page	3/4 Page	Full Page	Four Full Pages
<b>21 col. inches</b>	<b>28 col. inches</b>	<b>42 col. inches</b>	<b>63 col. inches</b>	<b>84 col. inches</b>	<b>336 col. inches</b>
2 col. (3-1/4") x 10-1/2" 3 col. (5") x 7" 4 col. (6-3/4") x 5-1/4"	2 col. (3-1/4") x 14" 3 col. (5") x 9-1/3" 4 col. (6-3/4") x 7"	3 col. (5") x 14" 4 col. (6-3/4") x 10-1/2" 5 col. (8-1/2") x 8-3/8" 6 col. (10-1/4") x 7"	5 col. (8-1/2") x 12.6" 6 col. (10-1/4") x 10-1/2"	6 col. (10-1/4") x 14"	6 col. (10-1/4") x 14"
<b>\$204<sup>75</sup></b> flat rate 21 col. inches @ \$9.75	<b>\$273<sup>00</sup></b> flat rate 28 col. inches @ \$9.75	<b>\$378<sup>00</sup></b> flat rate 42 col. inches @ \$9.00	<b>\$567<sup>00</sup></b> flat rate 63 col. inches @ \$9.00	<b>\$714<sup>00</sup></b> flat rate 84 col. inches @ \$8.50	<b>\$2620<sup>80</sup></b>  <b>\$655<sup>20</sup>/Page</b>
<b>2- 1/4 PAGE ADS</b> <b>\$378<sup>00</sup></b> earned rate 42" @ \$9.00/col. inch	<b>2- 1/3 PAGE ADS</b> <b>\$504<sup>00</sup></b> earned rate 56" @ \$9.00/col. inch	<b>2- 1/2 PAGE ADS</b> <b>\$714<sup>00</sup></b> earned rate 84" @ \$8.50/col. inch	<b>2- 3/4 PAGE ADS</b> <b>\$1071<sup>00</sup></b> earned rate 126" @ \$8.50/col. inch	<b>2 Full PAGE ADS</b> <b>\$1360<sup>80</sup></b> earned rate 168" @ \$8.10/col. inch	336 col. inches @ \$7.80 <b>Earned By Running Four Full Page Ads In A Four Week Period</b>
<b>THESE EARNED RATES ARE BASED ON RUNNING TWO OR MORE ADS IN A FOUR WEEK PERIOD.</b>					

# This Information Is **CLASSIFIED**

## CLASSIFIED DISPLAY RATES

*This advertising is for businesses to advertise in the classified section. It is billed by the inch rate. In fairness to all advertisers, and to improve readability, advertising in the classified section is limited to one column width. No ads may have borders. Headlines are in a standardized 14 point typeface. Company logos are allowed and encouraged.*

Per Week (flat rate).....	\$9.75
13 Consecutive Weeks (contracted).....	\$9.25
26 Consecutive Weeks (contracted).....	\$8.75
52 Consecutive Weeks (contracted).....	\$8.25

Contracts stipulate minimum of one column inch/week.

## CLASSIFIED WORD RATES

1 Issue.....	80¢ per word
2 Issues .....	\$1.20 per word

3 Issues .....	\$1.60 per word
4 Issues .....	\$2.00 per word

# IT COSTS LESS *Than You Think*

## PUREBRED ROUNDUP RATES

*FARM TALK has a special section for advertisers of all breeds of purebred cattle, swine and sheep. It runs in a section of the paper called the "Purebred Roundup". It provides purebred breeders a low-cost method of advertising their livestock year around in a highly visible section of the paper. It is billed by the inch rate.*

Per Week (flat rate).....	\$9.75
13 Consecutive Weeks (contracted).....	\$9.25
26 Consecutive Weeks (contracted).....	\$8.75
52 Consecutive Weeks (contracted).....	\$8.25

Contracts stipulate minimum of one column inch/week.

## COLOR

*Color is available as limited by press capacity.*

Four color is available at \$160.00.

Spot color is available at \$77.50.

Only CMYK is permitted. All others will be converted.

No rich blacks (4 color black).

## INSERTS

2 Page Tabloid .....	\$110.00 per thousand
4 Page Tabloid .....	\$120.00 per thousand
8 Page Tabloid .....	\$130.00 per thousand
12 Page Tabloid .....	\$140.00 per thousand
16 Page Tabloid .....	\$150.00 per thousand

## Online **RATES**

Contact for online rates and opportunities.

# 2023 Editorial CALENDAR

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 4: Farm Building & Structures Issue

S	M	T	W	T	F	S
				1	2	3
		5	6	7	8	9
		12	13	14	15	16
		19	20	21	22	23
		26	27	28		

February 15 & 22: Western Farm Show Issues  
February 24, 25 & 26: Western Farm Show

S	M	T	W	T	F	S
					1	2
		5	6	7	8	9
		12	13	14	15	16
		19	20	21	22	23
		26	27	28	29	30

March 8: Youth In Agriculture Issue  
March 22: Horse Issue

S	M	T	W	T	F	S
						1
		2	3	4	5	6
		9	10	11	12	13
		16	17	18	19	20
23	30	24	25	26	27	28

April 19: Farm Talk's 40 Under 40 Issue

S	M	T	W	T	F	S
		1	2	3	4	5
		7	8	9	10	11
		14	15	16	17	18
		21	22	23	24	25
		28	29	30	31	

May 10 & 17: Four State Farm Show Issues  
May 19, 20 & 21: Four State Farm Show

S	M	T	W	T	F	S
					1	2
		4	5	6	7	8
		11	12	13	14	15
		18	19	20	21	22
		25	26	27	28	29

June 21: Dairy Industry Issue

S	M	T	W	T	F	S
						1
		2	3	4	5	6
		9	10	11	12	13
		16	17	18	19	20
23	30	24	25	26	27	28

July 19: Forage Issue

S	M	T	W	T	F	S
			1	2	3	4
		6	7	8	9	10
		13	14	15	16	17
		20	21	22	23	24
		27	28	29	30	31

August 6: Seed, Plant Food & Ag Chemical Issue  
September 27: Ozark Fall Farm Issue

S	M	T	W	T	F	S
						1
		3	4	5	6	7
		10	11	12	13	14
		17	18	19	20	21
		24	25	26	27	28

September 6: Seed, Plant Food & Ag Chemical Issue  
September 27: Ozark Fall Farm Issue

S	M	T	W	T	F	S
						1
		2	3	4	5	6
		8	9	10	11	12
		15	16	17	18	19
		22	23	24	25	26

October 4: Ozark Fall Farmfest Issue  
October 6, 7 & 8: Ozark Fall Farmfest

S	M	T	W	T	F	S
						1
		5	6	7	8	9
		12	13	14	15	16
		19	20	21	22	23
		26	27	28	29	30

November 1: Beef Industry Issue

S	M	T	W	T	F	S
						1
		3	4	5	6	7
		10	11	12	13	14
		17	18	19	20	21
		24	25	26	27	28

December 6: Farm Machinery Issue

Published Every Wednesday  
Display Ad Deadline: 5:00 PM Wednesday

# FORMAT

FARM TALK follows a tabloid format with a 10-1/4 by 14 inch printable area with no bleed.

Pages consist of six columns which are 9-1/2 picas wide with one pica space between columns.

# The Fine PRINT

Publisher reserves right to reject any advertising considered objectionable or not in our readers' interest.

All advertising must be truthful and not contain misleading statements or exaggerated claims. The publisher will place the word "advertisement" above and below any copy which resembles editorial material.

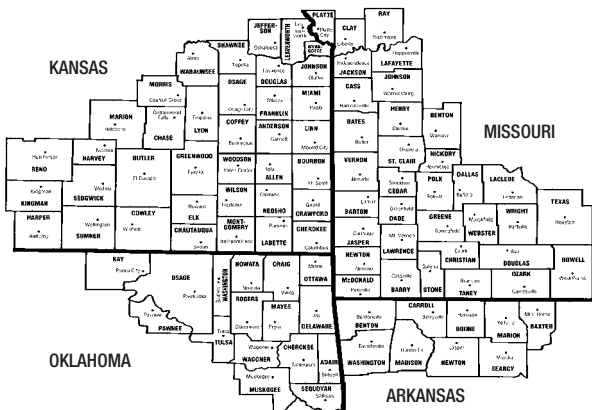
# AGENCY Rates

Agency rates and commissions are available upon request.

# SUBSCRIPTIONS

Mail & Online: 1 Year \$55; 2 Years \$102  
Kansas, Missouri, Oklahoma & Arkansas  
Online Only: 1 Year \$32  
Via EZ Pay at FarmTalkNews.com:  
Month: \$4.15; Year \$45

... SHOWCASING AGRICULTURE THROUGH NEWS, ADVERTISING & ENTERTAINMENT ...



# FARMTALK

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

1801 South 59 Highway, PO Box 601, Parsons, KS 67357  
620-421-9450, 800-356-8255, Fax 620-421-9473

E-Mail: [info@farmtalknews.com](mailto:info@farmtalknews.com)

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

THE WEEKLY AGRICULTURAL NEWSPAPER SERVING THE FOUR STATE REGION OF KANSAS, MISSOURI, OKLAHOMA & ARKANSAS