

FARM TALK

www.FarmTalkNews.com

Our Culture Is... AGRICULTURE

*Your Four State Area
Resource
For All Things Ag*



2022 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

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

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

Standard Sizes **AT A GLANCE**

1/4 Page	1/3 Page	1/2 Page	3/4 Page	Full Page	Four Full Pages
21 col. inches	28 col. inches	42 col. inches	63 col. inches	84 col. inches	336 col. inches
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"
\$204⁷⁵ flat rate 21 col. inches @ \$9.75	\$273⁰⁰ flat rate 28 col. inches @ \$9.75	\$378⁰⁰ flat rate 42 col. inches @ \$9.00	\$567⁰⁰ flat rate 63 col. inches @ \$9.00	\$714⁰⁰ flat rate 84 col. inches @ \$8.50	\$2620⁸⁰ \$655²⁰/Page
2- 1/4 PAGE ADS \$378⁰⁰ earned rate 42" @ \$9.00/col. inch	2- 1/3 PAGE ADS \$504⁰⁰ earned rate 56" @ \$9.00/col. inch	2- 1/2 PAGE ADS \$714⁰⁰ earned rate 84" @ \$8.50/col. inch	2- 3/4 PAGE ADS \$1071⁰⁰ earned rate 126" @ \$8.50/col. inch	2 Full PAGE ADS \$1360⁸⁰ earned rate 168" @ \$8.10/col. inch	336 col. inches @ \$7.80 Earned By Running Four Full Page Ads In A Four Week Period
THESE EARNED RATES ARE BASED ON RUNNING TWO OR MORE ADS IN A FOUR WEEK PERIOD.					

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)	\$8.15
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.

2022 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 5: Farm Building & Structures Issue

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					

February 16 & 23: Western Farm Show Issues
February 25, 26 & 27: Western Farm Show

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		

March 9: Youth In Agriculture Issue
March 16 & 23: Ozark Spring Roundup Issues
March 23: Horse Issue
March 25, 26 & 27: Ozark Spring Roundup

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					

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				

May 11 & 18: Four State Farm Show Issues
May 20, 21 & 22: Four State Farm Show

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		

June 15: Dairy Industry Issue

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					

July 27: Forage Issue

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		

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					

September 28: Ozark Fall Farmfest Issue

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					

October 5: Ozark Fall Farmfest Issue
October 7, 8 & 9: Ozark Fall Farmfest

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		

November 2: Beef Industry Issue
November 16: Seed, Plant Food & Ag Chemical Issue

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					

December 7: Farm Machinery Issue

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 \$52; 2 Years \$99

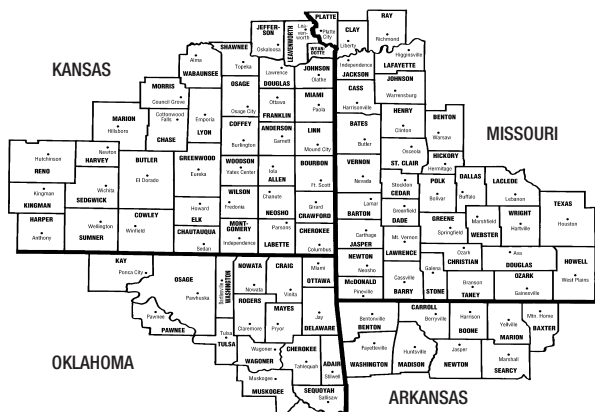
Kansas, Missouri, Oklahoma & Arkansas

Online Only: 1 Year \$29.95

Via EZ Pay at FarmTalkNews.com:

Month: \$4.15; Year \$45

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



FARMTALK

Your Ag News Source

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

www.farmtalknews.com

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