

# FARMTALK

January 24, 2025



**On improvised farming: AG Rendell Farms**  
A sixth generation Okie farmer experiments farming in the modern world

By New York Times columnist Zack Rendell, a sixth generation Okie farmer, the farm is a mix of old and new. He's been farming since he was 10, and he's been experimenting with modern farming techniques since he was 20. He's been a sixth generation Okie farmer, and he's been experimenting with modern farming techniques since he was 20. He's been a sixth generation Okie farmer, and he's been experimenting with modern farming techniques since he was 20.



**Seed, Plant Food, Ag Chemical Buyer's Guide**  
2025 - 2026

## National FFA Week February 15-22 2025

# FARMTALK



**Be Free, Family-Farm and Bakery**  
A little slice of heaven, a little point of light in Kansas City

By Matt... There's a little slice of heaven in Kansas City, a little point of light in the heart of the city. It's a family farm and bakery, and it's a place where you can find the best of both worlds. It's a place where you can find the best of both worlds. It's a place where you can find the best of both worlds.

# FARMTALK

**Raised on Beef:**  
Local farm to fork connects agriculture to the community



By Matt... I always use local beef, and I always use local beef. It's a local farm to fork connection, and it's a way to support local agriculture. It's a way to support local agriculture. It's a way to support local agriculture.

## 2025 OZARK FALL FARMFEST EXHIBITOR DIRECTORY

# FARMTALK

**DALTON MORRIS:**  
Rodeo clown and barrel man from Odessa

By Heather Smith Thomas... Dalton Morris is a rodeo clown and barrel man from Odessa. He's been in the rodeo business since he was 10, and he's been a barrel man since he was 20. He's been a barrel man since he was 20.

Your Four State Area Resource  
For All Things Ag...

# FARMTALK

www.FarmTalkNews.com



all ag ...  
All The Time

2026 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) .....	\$10.25
42-83 Column Inches .....	\$9.45
84-167 Column Inches .....	\$8.90
168-335 Column Inches .....	\$8.50
336 Or More Column Inches.....	\$8.20

## 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 .....	\$9.70
24 Consecutive Weeks Or 2 Ads Per Month.....	\$9.20
52 Consecutive Weeks .....	\$8.65

## 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 .....	\$8.80
2,184-4,367 Column Inches/Year .....	\$8.40
4,368 Or More Column Inches/Year .....	\$8.10

## Standard Sizes **AT A GLANCE**

<b>1/4 PAGE</b>	<b>1/3 PAGE</b>	<b>1/2 PAGE</b>	<b>3/4 PAGE</b>	<b>FULL PAGE</b>	<b>(4) FULL PAGES</b>
<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>\$215<sup>25</sup></b>	<b>\$287<sup>00</sup></b>	<b>\$396<sup>90</sup></b>	<b>\$595<sup>35</sup></b>	<b>\$747<sup>60</sup></b>	<b>\$2755<sup>20</sup></b>
flat rate 21 col. inches @ \$10.25	flat rate 28 col. inches @ \$10.25	flat rate 42 col. inches @ \$9.45	flat rate 63 col. inches @ \$9.45	flat rate 84 col. inches @ \$8.90	<b>\$688<sup>80</sup>/Page</b> 336 col. inches @ \$8.20
<b>2- 1/4 PAGE ADS</b>	<b>2- 1/3 PAGE ADS</b>	<b>2- 1/2 PAGE ADS</b>	<b>2- 3/4 PAGE ADS</b>	<b>2 Full PAGE ADS</b>	<b>Earned By Running (4) Full Page Ads In A Four Week Period</b>
<b>\$396<sup>90</sup></b>	<b>\$529<sup>20</sup></b>	<b>\$747<sup>60</sup></b>	<b>\$1121<sup>40</sup></b>	<b>\$1428<sup>00</sup></b>	<i>Black &amp; White Rates Shown - Color Is An Additional \$160.00 Per Insertion</i>
earned rate 42" @ \$9.45/col. inch	earned rate 56" @ \$9.45/col. inch	earned rate 84" @ \$8.90/col. inch	earned rate 126" @ \$8.90/col. inch	earned rate 168" @ \$8.50/col. inch	
<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

## **AUCTIONS**

Rates start at \$9.50 per column inch.

# HARVEST BIGGER RESULTS

... With Print AND Digital Marketing

**Boost the impact of your advertising with a targeted customized digital advertising packag.**

**We'll scope out commercial producers on their digital devices (phones, iPads, computers, etc.) and nail them with your message.**

## TARGET WITH PRECISION!

### Three Levels Of Performance To Choose From:



**\$275**

- Digital ad messages seen 25,000 times
- Reach up to a 50 mile geographic area
- Ads live for two weeks



**\$350**

- Digital ad messages seen 35,000 times
- Reach up to a 100 mile geographic area
- Ads live for three weeks
- 2,000 digital ads on [www.farmtalknews.com](http://www.farmtalknews.com)



**\$550**

- Digital ad messages seen 60,000 times
- Reach up to a 150 mile geographic area
- Ads live for four weeks
- 5,000 digital ads on [www.farmtalknews.com](http://www.farmtalknews.com)

*Ad design and detailed reporting included at all levels. Impressions can be scaled. Email and E-News marketing options available. Contact us for details.*

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

... 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

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**

# 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

*All agency rates are billed at net rate.*

## SUBSCRIPTIONS

**Mail & Online: 1 Year \$58; 2 Years \$105**

Kansas, Missouri, Oklahoma & Arkansas

**Online Only: 1 Year \$34**

**Via EZ Pay at [FarmTalkNews.com](http://FarmTalkNews.com):**

**Month: \$4.15; Year \$45**