

Buyer's Guide - NATIONAL – Black & White Rates

	1X	6X	12X
Page	\$5555	\$5160	\$4910
2/3 Page	4105	3785	3595
1/2 Page Island	3675	3395	3210
1/2 Page	2865	2620	2470
1/3 Page	2055	1870	1740
1/4 Page	1260	1120	1020
1/6 Page	865	755	660

Special Reports - NATIONAL – Black & White Rates

	1X	6X	12X
Page	\$4730	\$4430	\$4130
2/3 Page	3360	3135	2900
1/2 Page Island	3025	2805	2595
1/2 Page	2685	2485	2290
1/3 Page	2000	1840	1675
1/4 Page	1165	1045	920
1/6 Page	865	755	660

Color – National Rates

\$705 per page or fraction – Standard red, green, blue, yellow

\$860 per page or fraction – Matched colors

\$1380 per page or fraction – 3/C or 4/C. 4/C press proofs NOT included in 4/C rate.

PREFERRED POSITIONS

Back Cover: Additional 20% earned B&W rate plus 4/C charge.

Inside Covers: Additional 15% earned B&W rate plus 4/C charge.

Other Preferred Positions: 10% of gross rate (space, plus color, plus bleed).

Ads requiring the same page position on two or more consecutive pages will be charged an additional 10% of gross rate.

PROOFS

Proofs are required for all electronic ad files submitted. (Meister Media cannot be held responsible for the content and/or output of customer supplied files if a proof is not supplied).

Color ad files should be accompanied by one of the following types of proofs:

- Kodak Approval
- Equivalent color accurate digital proof

In the event no color proof is supplied by the customer, Meister Media Worldwide may be required to provide a suitable color proof to the printer at the customer's expense. For more information on submitting your ad material to Meister Media, visit us at:

www.meistermedia.com/ad_services/digi001.htm

Headquarters: 37733 Euclid Avenue • Willoughby, OH 44094-5992 U.S.A.
 Phone: 440-942-2000 • Fax: 440-975-3447 • www.meistermedia.com • www.precisionag.com
Al Strohmaier, Group Publisher • 440.602.9166 • acstrohmaier@meistermedia.com
Dan Bellanger, Senior Account Manager, • 636.244.3310 • debellanger@meistermedia.com
Dan Ulrich, Account Manager • 440.602.9183 • deulrich@meistermedia.com

PAGE/AD DIMENSIONS



Trim Size
8" x 10-3/4"



Bleed
8-1/4" x 11"



1 Page
6-7/8" x 10"



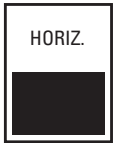
2/3 Page
4-1/2" x 10"



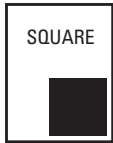
ISLAND
-1/2 Page Isle
4-1/2" x 7-1/2"



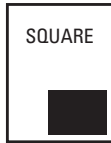
VERT.
1/2 Page
3-1/2" x 10"



HORIZ.
1/2 Page
6-7/8" x 4-7/8"



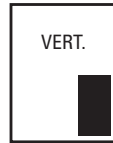
SQUARE
1/3 Page
4-1/2" x 4-7/8"



SQUARE
1/4 Page
3-1/2" x 4-7/8"



HORIZ.
1/6 Page
4-1/2" x 2-3/8"



VERT.
1/6 Page
2-1/8" x 4-7/8"

Full page bleed: 8-1/4" x 11"
Spread bleed: 16-1/4" x 11"
Material not to trim should be held
1/2" from trim edges.

SUBMITTING AD MATERIAL

1. Log onto www.meistermedia.com
2. Click on the "Upload Your Ad" button in the right column
3. Review Acceptable Document Formats / Applications
4. Complete Digital Ad Upload Form Step 1 and click NEXT

5. Attach file(s) by clicking BROWSE...navigate to your file(s) & then double click on file(s)

NOTE: Please limit your file name to less than 25 characters.
Please make sure your file name contains the name of the advertiser.
Please avoid using special characters such as *, /, •, etc... These may cause problems upon receipt at Meister Media Worldwide.

6. Click UPLOAD to send file(s)

Please wait to disconnect until your file has been successfully uploaded (this may take some time, especially if your ad contains multiple images or large graphics).

A message will appear on the screen which reads:

Upload Results

The following file(s) were uploaded:

<LIST_OF_YOUR_FILENAMES>

7. You're done! Thank you for sending your ad to us via the Internet!

INSERT SPECIFICATIONS

Inserts stitched into publication (contact the publisher for pricing):

- 2 pages stitched in* – 12-1/2" x 11" (Including 4" binding flap - no type)
- 4 pages stitched in* – 16-5/8" x 11" (Including additional 3/8" on high folio side for automatic binding lip)

Inserts tipped on to publication (contact the publisher for pricing):

- 2 pages tipped on* – 8-1/8" x 11"
- 4 pages tipped on* – 16-1/4" x 11"
*1/8" head (trim and bleed); *1/8" foot (trim and bleed)

AD MATERIALS SHIPPING INSTRUCTIONS

All correspondence, contracts, insertion orders with identification proofs and ad materials should be shipped prepaid to:

PrecisionAg

37733 Euclid Avenue, Willoughby, OH 44094-5592

Attention: Print Services

INSERT SHIPPING ADDRESS

Quebecor World

Attn: PrecisionAg & Issue month

660 Mayhew Lake Road, NE

St. Cloud, MN 56304

For more information, contact the Print Services Department at

Phone: (440) 942-2000 • Fax: (440) 975-3447

Advertising Print Services: Sherri Murray: samurray@meistermedia.com

Electronic Print Services: Phyllis Simcich: pasimcich@meistermedia.com

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