



NATIONAL SORGHUM PRODUCERS

SORGHUM

2010 Rate Card

Grower



The only magazine published exclusively for sorghum producers.

With a circulation of over **16,000**, Sorghum Grower reaches every sorghum grower with over 200 acres in the United States as well as the National Sorghum Producers' entire membership, stakeholders in the sorghum industry, researchers, political decision makers, media and elevators. Sorghum Grower fills a unique need for sorghum farmers by providing timely, relevant, educational information on crop production techniques, research, legislative happenings, ethanol, insurance, finance, farm programs and much more.

As a **bonus**, we provide the entire content of Sorghum Grower magazine on the National Sorghum Producers website, www.sorghumgrowers.com, where your advertising receives even greater exposure.

Advertising rates provide a high value and are cost-effective in reaching **thousands** of customers and prospects. When you contact us, be sure to ask about complimentary advertising for members of our Industry Partner Program!

2010 Editorial Calendar

	Winter 2010	Spring 2010	Summer 2010	Fall 2010
Ad Booking Deadline	December 1, 2009	March 1, 2010	July 1, 2010	October 1, 2010
Ad Materials Deadline	December 15, 2009	March 15, 2010	July 15, 2010	October 15, 2010
Mailbox Goal Date	January 15, 2010	April 15, 2010	August 15, 2010	November 15, 2010

Advertising Rates

Full Color Ads	Rates*	Ad Dimensions
Sorghum Specific Double-Page Spread	\$4500 (Full Bleed)	17" x 10 3/4"
Sorghum Specific Full Page	\$2500 (Full Bleed)	8 1/2" x 10 3/4"
Sorghum Specific Half Page Island	\$1950	4 15/16" x 7 5/16"
Sorghum Specific Half Page Horizontal	\$1750	7 1/2" x 4 3/4"
Sorghum Specific One-Third Page	\$1250	2 5/16" x 9 1/2"
Sorghum Specific Quarter Page	\$900	3 5/8" x 4 3/4"
Sorghum Specific One-Eighth Page	Industry Partners Only	3 5/8" x 2 1/4"

Premium Positions	Rate
Center Double Page-Spread, Full Color	Add 20% of Color Rate
Outside Back Cover, Full Color	Add 15% of Color Rate
Inside Front/Back Cover, Full Color	Add 10% of Color Rate

- Add 1/8" bleed on full page and double spread ads.
- Prices are 4-color. 25% discount for black and white ads.
- Keep live matter within 1/2" of trim.
- Publication trim size 8 1/2" X 10 3/4".
- Custom ad production available on a limited basis for an additional fee. Call for details.

*All prices are net and DO NOT include agency commission.

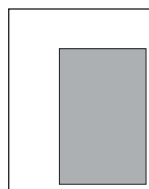
Advertisement Sizes



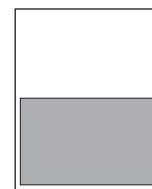
Double Page Spread
17" X 10 3/4"



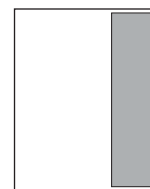
Full Page
8 1/2" X 10 3/4"



1/2 Island
4 15/16" X 7 5/16"



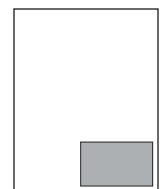
1/2 Horizontal
7 1/2" X 4 3/4"



1/3 Vertical
2 5/16" X 9 1/2"



1/4 Page
3 5/8" X 4 3/4"



1/8 Page
3 5/8" X 2 1/4"

Purchase an ad: Shelee Padgett • shelee@sorghumgrowers.com • Phone: (785) 213-8910 • Fax: (806) 749-9002

Send an ad: Hannah Lipps • 4201 N. I-27, Lubbock, TX 79403 • hannah@sorghumgrowers.com • Phone: (806) 749-3478 • Fax: (806) 749-9002