

FARM SCIENCE REVIEW



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

SEPTEMBER 21-23, 2021
Molly Caren Agricultural Center
LONDON, OHIO



OhioFarmer®

Official Show Program

Display Net Advertising Rates

	B/W	2/C	4/C
Full Page	\$4,645	\$5,295	\$5,780
2/3 Page	\$3,720	\$4,370	\$4,860
1/2 Page	\$3,245	\$3,910	\$4,400
1/3 Page	\$1,860	\$2,500	\$2,885

Marketplace Net Advertising Rates

	B/W	2/C	4/C
1/2 Page	\$2,430	\$2,605	\$2,785
1/4 Page	\$1,210	\$1,380	\$1,550
1/8 Page	\$725	\$890	\$1,070
1/16 Page	\$335	\$515	\$700

Issue Date: September 2021

Close Date: July 20, 2021

Materials Date: July 27, 2021

Send ad materials to <https://informa.sendmyad.com>

Schedule your ad today!

Ali Friesen
Farm Science Review
135 State Route 38 NE
London, OH 43140
Phone: 614-292-4278
Email: friesen.27@osu.edu

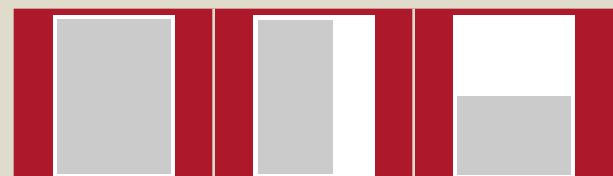


255 38th Avenue, Suite P, St. Charles, IL 60174

Total Distribution: 60,000

Maximize your exhibit at the Farm Science Review by placing an ad in the Official Show Program for complete coverage and promotional impact—

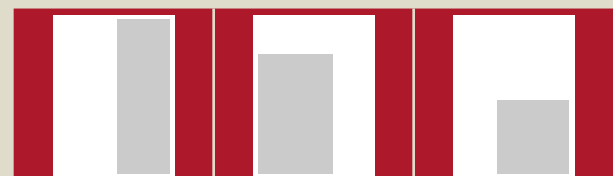
- **20,000 Ohio subscribers** will receive the Official Show Program in their September issues of *American Agriculturist* before the show.
- **40,000 Official Show Programs** are distributed at the show's information booths.



Page
8" × 10.75" Trim
8.25" × 11" Bleed
(7.5" × 10.25" Live)

Vertical 2/3
4.5" × 10"

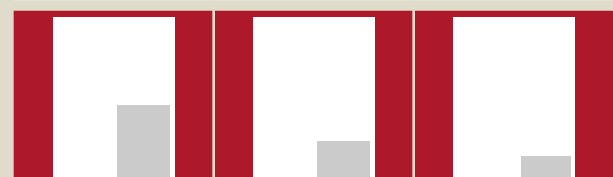
Horizontal 1/2
7" × 4.875"



Vertical 1/2
3.375" × 10"

Island 1/2
4.5" × 7.5"
Display only

Square 1/3
4.5" × 4.875"



1/4-Page
3.375" × 4.875"

1/8-Page
3.375" × 2.375"

1/16-Page
3.375" × 1.125"

2021 Farm Science Review — Official Show Program

Orders, Contracts and Ad Materials

Email all contracts, insertion orders and materials as follows:

Display orders: displaymaterial@farmprogress.com

Marketplace orders: marketmaterial@farmprogress.com

Submitting electronic files for print ad materials

The preferred method of receiving files is through the ad delivery portal powered by **SendMyAd** — a revolutionary online system designed to ensure error-free ad submission. First time users of SendMyAd will need to register — both registration and login can be done at <https://informa.sendmyad.com>.

The preferred file format for delivery is PDF/X-1a.

If you cannot use SendMyAd, a PDF/X-1a formatted PDF can be sent to displaymaterial@farmprogress.com — Color match proofs are not required, but will be used if provided. Send to: Farm Progress, 255 38th Avenue, Suite P, St. Charles, IL 60174-5410, Phone: (630) 524-4556

General Policies and Conditions

- It is understood and agreed that all orders must conform with the conditions set forth in this rate card. We reserve the right to eliminate from all orders any clauses which do not comply.
- All advertising is subject to publisher's approval. We reserve the right to refuse copy. Inserts must be approved in advance. Customers who choose not to send a sample in advance will be responsible for any mechanical or postage charges incurred if any requirements are not met.
- Orders accepted at rates prevailing when advertisement is scheduled to appear. Cash discounts are not allowed.
- All payments must be in United States currency.
- Publisher reserves the right to hold an advertiser and its agencies jointly liable for payments due.
- Our liability on any advertisement is limited to the net space cost of that advertisement.
- Agency commission is 15% to recognized advertising agencies supplying print-ready material. Agency commission does not apply to classified advertisements.
- For ads built by publisher, proofs will be returned for approval provided material is received prior to advertising closing date. Advertisement will appear as built without liability unless written revisions are received by closing date.

Mechanical Requirements

- Total ink density of images should not exceed 300%.
- Ads with bleed should extend 0.125" beyond the trim.
- All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.
- All color and grayscale photos should be actual size at a minimum 240 dpi and saved as TIFFs.
- Please refer your ad production questions to Mike Mack at mike.mack@farmprogress.com.

Preferred Format	Acrobat PDF*	Comments
	PDF/X-1a	Version 1.3
Other Formats	Page Layout Program	
	Adobe InDesign	Use extension .INDD, Package for Output.
	Photo File Formats	
	TIFF	Use CMYK, Grayscale, or Bitmap. No RGB.
	Photoshop EPS	Use ASCII Encoding, 8-Bit TIFF Preview.

*All PDFs are considered "final output" and cannot be edited. PDFs that are non-compliant to the PDF/X-1a or press-ready standards will be returned to client for corrections.

- Editorial-style copy will be labeled with the word "advertisement."
- No changes or cancellations accepted after closing date.
- Position requests are not binding unless confirmed by us in writing.
- We are not liable for copy that bleeds off the page due to normal binding and trimming.
- Advertising material will be discarded one year from last date of insertion.
- Non-compete policy: Farm Progress reserves the right to withhold services from any company it determines to be a direct competitor. This policy generally applies to companies who offer print and/or digital advertising, direct marketing, and/or trade shows within the same agricultural markets served by Farm Progress.
- Discounts are based on gross dollar volume for space and color during a specified 12-month period for any corporation and its wholly-owned subsidiaries. Any discount adjustments, up or down, will be made at the end of the contract year based on actual dollar volume. Dollar-volume discounts are based on gross expenditures and paid on net dollars.