



Products, Information & News for Farmers & Ranchers.

Farmers

Hot Line.

2012 MEDIA KIT



ABOUT FARMERS

Since 1975 Farmers Hot Line (FHL) has been producing publications serving the agricultural industry with targeted, cost effective advertising solutions. Today FHL is taking it to the next level by introducing complete multi-media choices for YOU to choose from. By growing our digital subscribers, FHL helps advertisers grow into new markets while we help keep our planet green.

Through print and digital circulation, advertisers reach a very targeted audience. This approach expands the marketing opportunities you're looking for and provides greater coverage at no additional cost!

REGIONS

Heartland- 8 issues per year

Illinois, Iowa, Indiana, Missouri

North Central- 8 issues per year

Iowa, Minnesota, Montana, North Dakota, Nebraska, South Dakota, Wisconsin

Northeast- 8 issues per year

Connecticut, Delaware, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia

Plains- 8 issues per year

Colorado, Kansas, Nebraska, New Mexico, Oklahoma, Texas, Wyoming

Southern- 8 issues per year

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Texas, Virginia

Manufacturers Spotlight- 4 issues per year

All States Above.

Special Annual Editions:

Planting & Harvest
Compact Tractor Guide
Farm Equipment Guide



Print -

Each Farmers Hot Line issue contains regional specific editorial and news, along with helpful equipment reviews that provide farmers and ranchers the information they need to succeed. Two reader favorites, the Product Review, a monthly side-by-side equipment comparison, and the New Product Previews generate repeat interest in every issue. Farmers Hot Line has been recognized as a valuable tool for farmers for over 35 years.

Digital -

To complement our print readership, every Farmers Hot Line issue is published in a digital format. Our state-of-the-art technology goes far beyond the generic format of our competitors. Our readers have the ability to search the publication or turn the life-like pages that have a true magazine feel. Readers have the option to print your advertisement or email it to a friend or colleague. Additionally, you can choose to embed your videos in the publication, giving you an advantage not offered in other flip-books. Farmers Hot Line advertising takes your message to the growing group of readers who prefer to access their issue through our website or their email.

Bulk Distribution -

Our publications are now available free of charge at over 1000 ag-related businesses located in the states covered by our five regional editions.

E-catalogs -

Your business can showcase its products in a digital catalog for pennies of what a printed brochure would cost. In addition, your catalog will be placed on AgDeal.com allowing your business to be part of a community where buyers can easily search or locate your business.

Video -

You now have the option to promote your company through actions, not just words. At a very affordable rate, we can embed your video into our digital version of Farmers Hot Line. We invite you to take advantage of this feature, as it is not offered with other online flip books.

2012 SCHEDULE & EDITORIAL

Glance at the Past: Each issue of Farmers Hot Line will step back in time and look at the tremendous changes in farming in the past 75 years. Along with the story will be a few farm jokes and fun sayings that appeared in our publication, Farmers Digest that was published from May 1937 thru 2004.

Farmers Hot Line 2012 Schedule					Product Review	Product Review Hay & Forage Pullout
North Central	January/February	12/29/11	1/5/12	A,B,C	Large Rollers/Telehandlers	
Plains	February/March	1/5/12	1/12/12	B,C	Large Rollers/Telehandlers	
Manufacturers	Spring Spotlight	1/19/12	1/26/12	A,B,C	Seed Tenders	Balers
Southern	February/March	1/26/12	2/2/12	C	Large Rollers/Telehandlers	
Northeast	February/March	2/2/12	2/9/12	C	Large Rollers/Telehandlers	
Planting	Spring	2/9/12	2/16/12		Planters/Drills	
Heartland	February/March	2/16/12	2/23/12		Large Rollers/Telehandlers	
North Central	March	2/23/12	3/1/12		Grain Bins	
Plains	April	3/1/12	3/8/12		Grain Bins	
Northeast	April	3/8/12	3/15/12		Grain Bins	
Heartland	April	3/15/12	3/22/12		Grain Bins	
Southern	April/May	3/22/12	3/29/12		Grain Bins	
North Central	April/May	3/29/12	4/5/12		Irrigation	
Plains	May	4/5/12	4/12/12		Irrigation	
Manufacturers	Summer Spotlight	4/19/12	4/26/12	D	GPS Companies	Bale Accumulators/ Wrappers
Heartland	May	4/26/12	5/3/12		Irrigation	
Northeast	May / June	5/3/12	5/10/12		Irrigation	
Southern	June	5/10/12	5/17/12		Irrigation	
North Central	June	5/17/12	5/24/12		Mid-Size Tractors, 46-138 hp	
Plains	June/July	5/24/12	5/31/12		Mid-Size Tractors, 46-138 hp	
Heartland	June/July	5/31/12	6/7/12		Mid-Size Tractors, 46-138 hp	
Northeast	July	6/7/12	6/14/12	G	Mid-Size Tractors, 46-138 hp	
Southern	July/August	6/14/12	6/21/12		Mid-Size Tractors, 46-138 hp	
North Central	July/August	6/28/12	7/5/12	D,E,I	Buildings	
Plains	August	7/6/12	7/13/12		Buildings	
Manufacturers	Fall Spotlight	7/13/12	7/19/12	E,F,G,H,I,J	Compact Tractors, 15-45 hp	Hay & Forage Directory
Heartland	August/September	7/19/12	7/26/12	I,E	Buildings	
Northeast	August/September	7/26/12	8/2/12	F,J	Buildings	
Southern	September	8/2/12	8/9/12		Buildings	
Harvest	2012 Fall Special	8/9/12	8/16/12		Grain Carts/Wagons	
North Central	September	8/16/12	8/23/12	G	Alternative Heat	
Plains	September/October	8/30/12	9/6/12		Waterers/Feeders	
Northeast	October/November	9/6/12	9/13/12	F,G	Alternative Heat	
Heartland	October	9/13/12	9/20/12		Alternative Heat	
Southern	October	9/20/12	9/27/12	H	Waterers/Feeders	
North Central	October/November	9/27/12	10/4/12		Large Tractors, 139 hp & up	
Compact Tractor Guide	2013, Volume XI	9/28/12	11/5/12			
Manufacturers	Winter Spotlight	10/5/12	10/12/12	H	Snow Removal Attachments	Hay & Forage Grinders/Feeders
Plains	November	10/19/12	10/26/12		Large Tractors, 139 hp & up	
Farm Equipment Guide	2013, Volume XXXII	10/12/12	11/19/12			
Heartland	November/December	10/25/12	11/1/12		Large Tractors, 139 hp & up	
Northeast	December	11/1/12	11/8/12		Large Tractors, 139 hp & up	
Southern	November/December	11/8/12	11/15/12		Large Tractors, 139 hp & up	
North Central	December	11/15/12	11/21/12	B	Planters/Drills	
Plains	December/January	11/29/12	12/6/12		Planters/Drills	
Heartland	January	12/6/12	12/13/12	A,B,C	Planters/Drills	
Northeast	January	12/13/12	12/20/12	B,C	Planters/Drills	
Southern	January	12/20/12	12/27/12	B	Planters/Drills	

Farm Shows Heartland Ag-Division is Attending

A- Iowa Power Farming Show

B- National Cattlemen's Beef Association (NCBA)

C- National Farm Machinery Show

D- Wisconsin Farm Tech Days

E- FarmFest

F- Farm Science Review

G- World Dairy Expo

H- Sunbelt Expo

I- Empire Farm Days

J- Dakota Fest

MAGAZINE & WEBSITE RATES

FARMERS HOT LINE

PRIORITY PAGES

	1 time run	4 time run	8 time run	24 time run	40 time run
Back Cover	\$1,980	\$1,920	\$1,880	\$1,780	\$1,680
Inside Back Cover					
Full Page	\$1,820	\$1,760	\$1,730	\$1,640	\$1,550
Half Page	\$1,140	\$1,110	\$1,090	\$1,040	\$980
Inside Front Cover					
Full Page	\$1,870	\$1,810	\$1,770	\$1,680	\$1,590
Half Page	\$1,250	\$1,220	\$1,190	\$1,140	\$1,080

NON-PRIORITY PAGES

	1 time run	4 time run	8 time run	24 time run	40 time run
Full Page	\$1,660	\$1,630	\$1,560	\$1,530	\$1,470
Half Page	\$1,040	\$1,010	\$990	\$930	\$880
Quarter Page	\$590	\$570	\$560	\$530	\$500
Column Inch	\$60	\$58	\$56	\$53	\$51

Classified Line Ad \$41 for 35 words or less - \$5 for each additional 10 words
\$7 for additional spot color

ADDITIONAL DIGITAL

www.AgDeal.com

VIDEO

Bring your sales message to life by including a video of your product in the digital version of Farmers Hot Line
- Video will also be showcased in our video library on Agdeal.com

\$100 Set Up Fee
\$50 per run
Video Editing: \$60 per hour with 2 hour minimum

WEBSITE

Banner Ad – Showcase your company on AgDeal.com with a banner ad
Prices based on 1 month advertising

Homepage\$250
Manufacturers Spotlight..... \$175

PERSONALIZED CATALOGS

Take advantage of AgDeal.com and the traffic it receives to post your personal catalog.

Three options to choose from:

- Bronze** - Basic digital catalog located on AgDeal.com with an email blast to our readers notifying them of your catalog.
- Silver** - Everything included in Bronze PLUS the capability for the reader to email images or specific pages to a friend, print and download the entire catalog or specific pages.
- Gold** - This advanced package offers everything that you will receive with Silver PLUS the ability to include videos on your catalog, for your product or services.

MANUFACTURERS SPOTLIGHT

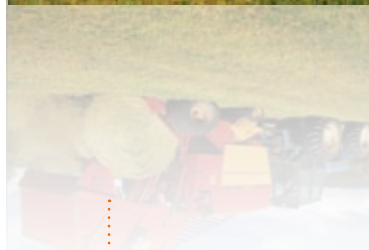
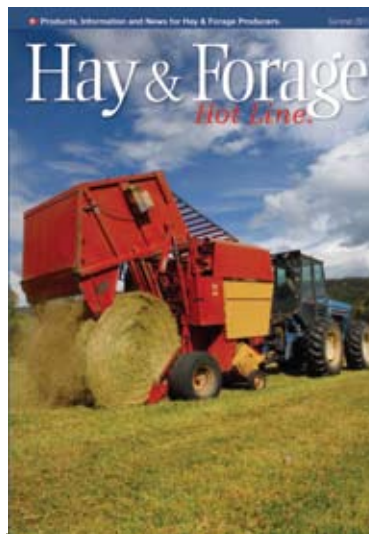
PRIORITY PAGES

	1 time run	4 time run
Front Cover	\$3,908	\$3,517
Back Cover	\$3,414	\$2,905
Inside Front & Back Cover		
Full Page	\$2,928	\$2,633
Half Page	\$1,540	\$1,386

NON-PRIORITY PAGES

	1 time run	4 time run
Full Page	\$2,288	\$2,039
Half Page	\$1,302	\$1,166
Quarter Page	\$736	\$657
Column Inch	\$80	

Classified Line Ads \$50 for 35 words or less -
\$5 for each additional 10 words
\$7 for additional spot color



Hay & Forage Pull Out Edition is available in all four Manufacturers Spotlights

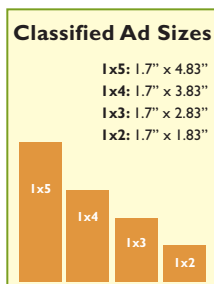
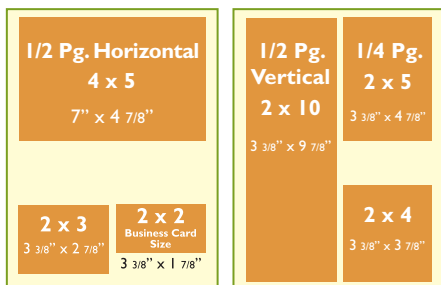
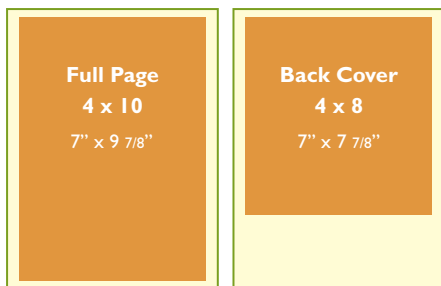
All Rates Include Print, Bulk & Digital Advertising.

Each issue of Farmers Hot Line is mailed and emailed to specified regions which allow you to choose one or multiple regions.

	Bronze	Silver	Gold
1-8 pages	\$100	\$200	\$300
9-16 pages	\$150	\$300	\$600
17-32 pages	\$200	\$400	\$800
33-56 pages	\$250	\$500	\$1000
57 & above	\$300	\$600	\$1200

*Rates are based on being published for 1 month.
3 Month Minimum

MATERIAL REQUIREMENTS



- **Preferred Files:** High Resolution PDF, 300 dpi, CMYK
- **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.
- **Images:** Color images intended for process printing should be saved as CMYK 300 dpi. Black and white images should be saved as Grayscale 300 dpi. Have your graphic elements originally scanned at 240-300 dpi and save them as a JPEG of the highest or maximum quality when processing to send.
- **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font should be chosen.
- **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.
- **Submitting Materials by FTP site:** Username and password available upon request.
- **Dimensions:** The sizes given show the exact dimensions to run in the area reserved for the advertisement. Please do not exceed the live area size to ensure no ad copy from being cropped off. The trim size is given to help position the advertisement and any graphics that are meant to bleed off the page.
- **Full Page Trim Size:** 8"w x 10.875"h
- **Full Page Live Area:** 7.25"w x 10.000"h
- **Full Page Bleed Size:** 8.25"w x 11.250"h

WEB MATERIAL REQUIREMENTS

BANNER AD SPECIFICATIONS

- **Leaderboard:** 468-pixels wide x 60 pixels high
- **Block 1:** 250 pixels wide x 250 pixels high
- **Block 2:** 180 pixels wide x 150 pixels high
- **Vertical Block:** 120 pixels wide x 240 pixels high
- **Manufacture Page:** 180 pixels wide x 150 pixels high
- **Preferred Files:** JPEG and GIF, 72-110 dpi, RGB
- **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.
- **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font will be chosen.
- **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.
- **Submitting Materials by FTP site:** Username and password available upon request.

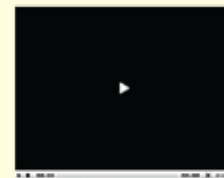
Farmers Hot Line Homepage



MANUFACTURE PAGE



VIDEO REQUIREMENTS



- **We only accept FLV files.** You may submit other video file formats but will incur a converting video charge.
- **Submitting Materials by FTP Site:** Username and password available upon request.
- **Converting Video Charge:** \$60.00 per hour.



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Farmers

Hot Line.

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