

# Farm and Livestock Directory

2016 Media Information

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The Farm and Livestock Directory  
is a Division of

**Five Star**  
Publishing, Inc.



## Who We Are, What We Do

The **Farm and Livestock Directory** is a regionalized trade magazine catering to the business needs of production and livestock farmers.

The **Farm and Livestock Directory** follows a simple format; we believe advertising does not need to be complicated to be effective. The basic, tried and true formula for print advertising campaign success is to print large number of magazines that are directly mailed (via USPS) to a large number of people who have a need for your type of equipment and services to run their businesses.

[View Digital Magazines](#)



## Our Circulation

The majority of our readers are mid- to large-scale crop and livestock producers.

We print and mail a total of 60,000+ copies of the **Farm and Livestock Directory** every month. We provide the official United States Postal Service (USPS) receipts for **each** publication we mail. When it comes to print advertising, this is the only concrete proof that you are getting what you are being promised.

Each magazine we publish is posted online, which gives you digital beyond the print magazine. Your ad will have a link to your website – there is no additional charge for this service.

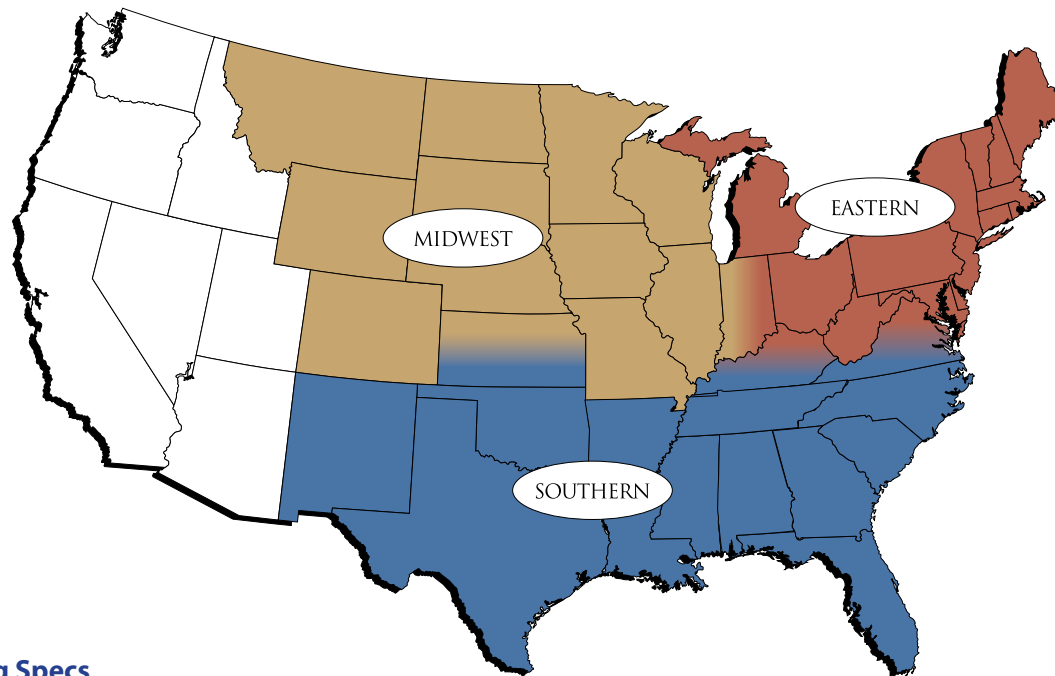
[View Digital Magazines](#)

Printing and mailing a publication in a high volume is costly. In most cases, if you are being quoted an advertising rate that seems to good to be true, it usually is. You should think of the postal receipt as any other receipt for services or goods you purchase.

[What Does A Postal Receipt Look Like?](#)



## Farm And Livestock Directory Regions



### Demographics

- 86% crop & livestock producers
- 9% agricultural service providers
- 5% other

### Print Advertising Specs

size dimensions = width x height (inches)

back cover .....	10 x 10.3	2/3 page.....	6.5 x 12.3	1/6 vertical .....	3.2 x 6.1
full bleed.....	10.9 x 13.7	1/3 page.....	3.2 x 12.3	1/6 horizontal .....	6.5 x 3.0
full page .....	10 x 12.3	1/4.....	4.8 x 6.1	2x3 .....	3.2 x 3.0
1/2 vertical .....	4.8 x 12.3	1/8 vertical .....	3.2 x 4.5	business card .....	3.2 x 1.4
1/2 horizontal .....	10 x 6.1	1/8 horizontal .....	4.8 x 3.0		
junior page .....	6.5 x 9.2				

### Web Advertising Specs:

size dimensions = width x height (pixels)

Homepage banner..... 300x250

Secondary page banner... 180x150

**(banners are static; single jpeg images only please)**

# Contract for Advertising

issue month	ad copy deadline dates			PRINT	ONLINE	COST
	Eastern Farm And Livestock	Midwest Farm And Livestock	Southern Farm And Livestock	ad size   placement	ad size   placement	
April <b>2016</b>	2/11/16	2/18/16	2/25/16			
May	3/10/16	3/17/16	3/24/16			
June	4/7/16	4/14/16	4/21/16			
July	5/12/16	5/19/16	5/26/16			
August	6/9/16	6/16/16	6/23/16			
September	7/7/16	7/14/16	7/21/16			
October	8/11/16	8/18/16	8/25/16			
November	9/8/16	9/15/16	9/22/16			
December	10/6/16	10/13/16	10/20/16			
January <b>2017</b>	11/10/16	11/17/16	11/22/16			
February	12/8/16	12/15/16	12/22/16			
March	1/5/17	1/12/17	1/19/17			
April	2/9/17	2/16/17	2/23/17			
May	3/9/17	3/16/17	3/23/17			
June	4/6/17	4/13/17	4/20/17			

NOTICE: All publications are mailed exactly 15 days after the ad copy deadline date shown above. **Postal receipts are posted online after mailing.**



\_\_\_\_\_ insertions at \$ \_\_\_\_\_ total  
 company name: \_\_\_\_\_  
 signature: \_\_\_\_\_

## 2016 advertising rates

**Covers** ..... **1x**.....**3x** ..... **6x**..... **12x**

front cover..... 3800.....3612.....3422 .....3233  
 back cover ..... 3556 .....3379.....3201 .....3024  
 inside front full ..... 3253 .....2927.....2604 .....2277  
 inside back full..... 2948 .....2654.....2360 .....2064  
 inside front 1/2 ..... 1641 .....1478..... 1314 .....1149  
 inside back 1/2 ..... 1489 .....1340..... 1192 .....1042  
 inside front 1/4 .....881 ..... 793..... 705 ..... 618  
 inside back 1/4 .....806 ..... 727..... 645 ..... 564

**Four Color Centers** ..... **1x**.....**3x** ..... **6x**..... **12x**

2-page spread..... 3125 .....2813.....2499 .....2187  
 full ..... 2246 .....2021..... 1798 .....1572  
 2/3 ..... 1728 .....1591..... 1383 .....1210  
 junior page ..... 1365 ..... 1229..... 1092 ..... 956  
 1/2 ..... 1226 ..... 1164..... 982 ..... 859  
 1/3 ..... 946 ..... 853..... 757 ..... 663  
 1/4 ..... 695 ..... 626..... 556 ..... 486  
 1/6 ..... 474 ..... 423..... 377 ..... 330  
 2x3 ..... 250 ..... 226..... 201 ..... 175

**Black & White** ..... **1x**.....**3x** ..... **6x**..... **12x**

Full ..... 1861 .....1675..... 1490 .....1303  
 2/3 ..... 1449 .....1303..... 1159 .....1014  
 junior page ..... 1199 .....1081..... 961 ..... 840  
 1/2 ..... 1019 ..... 918..... 815 ..... 713  
 1/4 ..... 548 ..... 491..... 437 ..... 383  
 1/6 ..... 395 ..... 355..... 316 ..... 277  
 1/8 ..... 296 ..... 266..... 236 ..... 209  
 2x3 ..... 180 ..... 162..... 144 ..... 126  
 business card ..... 147 ..... 132..... 117 ..... 103

### Co-Op Advertising

Dealer Listing ..... 135  
 Dealer Name, location, phone number and web site

**Postcard Insert** ..... 2920

### Web Site Placement

(weekly rates)  
 Homepage banner .....250  
 Secondary page banner ...  
 .....200