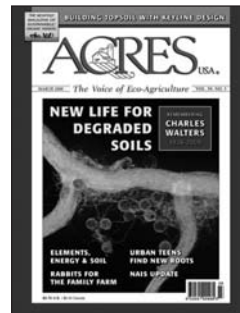
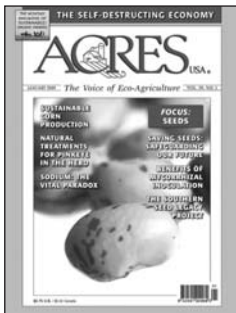


ACRES USA®

THE VOICE OF ECO-AGRICULTURE

ADVERTISING RATE SCHEDULE



ACRES U.S.A. ADVERTISING RATES

EFFECTIVE JULY 2009

ADVERTISING IN ACRES U.S.A.

Display advertising – Available in many different sizes. *Acres U.S.A.* offers a display ad to fit every product, service and company. These ads are always placed alongside the text of stories and are your highest impact way to advertise in *Acres U.S.A.*

Eco-Resources advertisements – This special section features ads in a dedicated “shopper’s mall,” presenting a directory of sources. Being present in the Eco-Resources section of *Acres U.S.A.* each month means your business will be easy to find when the time comes to buy. These very affordable ads are essential – even if you’re already a display advertiser.

STANDARD AD SIZES

Sizes and rates are based on *Acres U.S.A.*’s format and are for camera-ready or digital ads.

DISPLAY RATES

	FREQUENCY		
	1x	6x	12x
Back cover	\$1,000	\$950	\$880
Inside front cover	\$925	\$880	\$815
Inside back cover	\$880	\$835	\$775
Full-page	\$780	\$735	\$690
² / ₃ -page	\$570	\$530	\$490
¹ / ₂ -page	\$460	\$430	\$400
¹ / ₃ -page	\$320	\$300	\$280
¹ / ₄ -page	\$240	\$220	\$200
¹ / ₆ -page	\$180	\$160	\$145

FREQUENCY DISCOUNTS

Frequency discounts are determined according to the number of issues committed to in a 12-month period (general display and Eco-Resources). Unfulfilled contracts are subject to rebilling at the earned rate.

COLOR

Four-color printing is available at an added charge of \$265; advertiser must supply an

acceptable electronic file with colors created in CMYK format. If supplied as artwork or film, additional output, proofing and stripping charges will be billed at our cost.

ECO-RESOURCES

The Eco-Resources section is the place for your business, product or service to appear all year long for a very affordable price. All ads are one column wide (2¹/₄”) and in one of three standard heights, prepaid, billed once for either 6 or 12 consecutive issues.

Vertical size	cost/6 issues	cost/12 issues
1”	\$264	\$450
1 ¹ / ₂ ”	\$396	\$672
2”	\$528	\$900

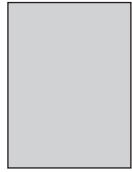
AD DIMENSIONS

Size, inches (width x height)

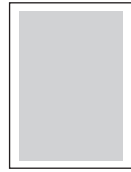
Full-page bleed (cover positions)

Live area	7 ¹ / ₂ ” x 10”
Trim	8 ¹ / ₄ ” x 10 ³ / ₄ ”
Bleed	8 ¹ / ₂ ” x 11”
Full-page	7 ¹ / ₄ ” x 9 ¹ / ₂ ”
² / ₃ -page	4 ³ / ₄ ” x 9 ¹ / ₂ ”
¹ / ₂ -page island	4 ³ / ₄ ” x 7”
¹ / ₂ -page vertical	3 ¹ / ₂ ” x 9 ¹ / ₂ ”
¹ / ₂ -page horizontal	7 ¹ / ₄ ” x 4 ⁵ / ₈ ”
¹ / ₃ -page standard	4 ³ / ₄ ” x 4 ⁵ / ₈ ”
¹ / ₃ -page vertical	2 ¹ / ₄ ” x 9 ¹ / ₂ ”
¹ / ₃ -page horizontal	7 ¹ / ₄ ” x 3”
¹ / ₄ -page	3 ¹ / ₂ ” x 4 ⁵ / ₈ ”
¹ / ₆ -page vertical	2 ¹ / ₄ ” x 4 ⁵ / ₈ ”
¹ / ₆ -page horizontal	4 ³ / ₄ ” x 2 ³ / ₁₆ ”

AD SIZE LAYOUT OPTIONS



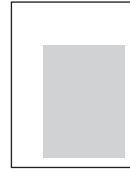
covers



full-page



$\frac{2}{3}$ -page



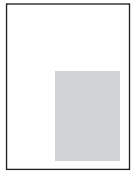
$\frac{1}{2}$ -page island



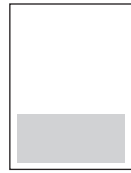
$\frac{1}{2}$ -page horizontal



$\frac{1}{2}$ -page vertical



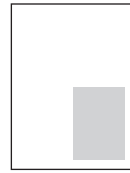
$\frac{1}{3}$ -page standard



$\frac{1}{3}$ -page horizontal



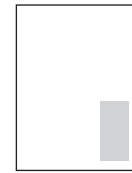
$\frac{1}{3}$ -page vertical



$\frac{1}{4}$ -page



$\frac{1}{6}$ -page horizontal



$\frac{1}{6}$ -page vertical

GENERAL INSTRUCTIONS

DEADLINES

Space reservation deadline is the 15th of the month that precedes the cover date by two months. Materials must be received by the 20th. (Example: The August issue reaches newsstands and readers by August 1; space deadline is June 15th, materials deadline June 20th.) Advertisers are responsible for submitting advertising material on or before deadline date. Sorry, printing, mailing and distribution requirements preclude granting extensions.

ACCEPTANCE OF ADVERTISING

Acres U.S.A. reserves the right to accept or refuse any advertisement without stated cause. We must have on record in our office complete company name, contact name, physical address and phone number for all ads not bearing this information. We reserve the right to inspect all mail-order products prior to running advertising.

Advertising space reservations are required in writing. Please use an Advertising Agreement form, available online at www.acresusa.com.

The advertiser assumes responsibility for all ads placed in their entirety, including accuracy.

ART & PRODUCTION SERVICES

Don't have ad artwork? Need a current ad modified? We have extensive in-house art production capabilities. We can create an ad for you from your original photos, logos, thoughts or doodles. For best photo reproduction, send us original prints or high-resolution digital images. Production time billed at \$50 per hour and can be estimated prior to ad placement.

NON-STANDARD ADS

Ads that are not one of our standard sizes will be enlarged/reduced to fit the closest standard ad size or boxed, not "floated" in a too-wide column or sticking outside a too-narrow column.

CREDIT TERMS

First ad prepaid. Subsequent advertising to be prepaid unless credit approved in advance. Call or write for a credit application. If credit granted, net due upon receipt of invoice; past due at 30 days; strict. No advertising will be accepted for accounts with past due balance. *Acres U.S.A.* accepts American Express, Discover, MasterCard, Visa, money orders or checks for payment (in U.S. dollars).

AGENCY DISCOUNTS

All advertising billed at published net rate card costs. No further discounts or agency commissions granted.

PRODUCTION SPECIFICATIONS

Cover printed by sheetfed offset press on 70-lb. uncoated stock; interior printed by cold-set web offset press on 30-lb. newsprint.

Cover positions – 300 dpi, 2% minimum, 92% maximum, 300% total ink density.

Inside positions – 200 dpi, 2% minimum, 87% maximum, 240% total ink density.

MATERIALS

Acres U.S.A. accepts the following electronic formats:

- EPS files with fonts converted to outlines.
- TIF files with a resolution of 300 dpi.
- Press-quality PDF files (fonts must be embedded).
- Quark XPress or Adobe InDesign files *may* be acceptable.
- Except for full-page advertisements, all advertisements must have borders.

Composition and imaging services available.

Please check with our production department if you have any questions.

CANCELLATIONS

Changes to advertisements and cancellations will not be accepted following the closing date. Cancellations must be received in writing to be processed.

CONTACT INFORMATION

PHYSICAL ADDRESS (FedEx, UPS, etc.)

Acres U.S.A.
5321 Industrial Oaks Blvd., Ste. 128
Austin, Texas 78735-8824

MAILING ADDRESS

(payments, correspondence, etc.)

Acres U.S.A.
P.O. Box 91299
Austin, Texas 78709-1299

Website: www.acresusa.com

E-mail: adv@acresusa.com

Phone: (512) 892-4400

Fax: (512) 892-4448

Kathy Walters
Advertising Sales Manager
E-mail: kathy@acresusa.com