

# 2012 Advertising Rate Schedule



## Acres U.S.A.



### CONTACT INFORMATION

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Advertising Sales Manager

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#### 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](http://www.acresusa.com)

### Advertising in *Acres U.S.A.*

*Acres U.S.A.* reaches more commercial-scale organic and sustainable farmers than any other publication in North America. Through our pages each month, our readers learn the latest techniques for growing bountiful, nutritious crops and raising healthy, vibrant livestock — without harmful chemicals.

Advertising in *Acres U.S.A.* is economical and effective. It places your product or service in front of innovative farmers and enlightened consumers.

**DISPLAY ADVERTISING** Available in many different sizes, *Acres U.S.A.* offers a display ad to fit every product, service and budget. These ads are always placed alongside feature 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.



## Acres U.S.A. Advertising Rates

### Effective January 2012

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

<b>DISPLAY RATES</b>	1x	6x	12x
Back cover*		\$1,385	\$1,260
Inside front cover*		\$1,310	\$1,190
Inside back cover*		\$1,260	\$1,145
Full-page	\$950	\$835	\$760
<sup>2</sup> / <sub>3</sub> -page	\$670	\$605	\$550
<sup>1</sup> / <sub>2</sub> -page	\$550	\$485	\$440
<sup>1</sup> / <sub>3</sub> -page	\$380	\$335	\$305
<sup>1</sup> / <sub>4</sub> -page	\$290	\$250	\$230
<sup>1</sup> / <sub>6</sub> -page	\$200	\$175	\$160

\* Price includes color charges; full-color an additional \$150 for other sizes.

### ECO-RESOURCES RATES

Vertical size	Cost/6 issues		Cost/12 issues	
	black & white	color	black & white	color
1"	\$275	\$400	\$450	\$700
1 <sup>1</sup> / <sub>2</sub> "	\$395	\$600	\$700	\$1,000
2"	\$495	\$700	\$900	\$1,200

\* All Eco-Resources ads 2<sup>1</sup>/<sub>4</sub>" wide.

**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.

**DISPLAY COLOR** Four-color printing is available for an additional charge of \$150 on any size display ad; advertiser must supply an acceptable electronic file.

**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 (2<sup>1</sup>/<sub>4</sub>" ) and in one of three standard heights, prepaid, billed once for either 6 or 12 consecutive issues.

## EDITORIAL CALENDAR *Acres U.S.A.* publishes numerous special-topic issues throughout the year offering advertisers focused attention on their specific products.

**JANUARY – FOCUS: SEEDS** Organic, heirloom, open pollinated, seed-saving, seed treatments.  
*Ad Close: November 20; On Sale: January 1*

**FEBRUARY – FOCUS: POULTRY** Breeds, nutrition, housing, pastured poultry, on farm processing & marketing.  
*Ad Close: December 20; On Sale: February 1*

**MARCH** – Topics of interest to all eco-farmers.  
*Ad Close: January 20; On Sale: March 1*

**APRIL** – Topics of interest to all eco-farmers.  
*Close: February 20; On Sale: April 1*

**SAMPLE ISSUE** – A “Best of Acres U.S.A.” compilation. Reach people interested in Eco-Farming all year long.  
*Ad Close: February 28; Distributed for 12 full months*

**MAY – FOCUS: ORGANIC CERTIFICATION**  
Certifying agencies, pending regulation, legislative groups, activism, non-profit organizations, aid, organic leaders.  
*Ad Close: March 20; On Sale: May 1*

**JUNE – FOCUS: LIVESTOCK (BEEF & DAIRY)**  
Breeds, natural remedies, pastures & forages, raw/fresh milk, on-farm processing, cheesemaking.  
*Close: April 20; On Sale: June 1*

**JULY** – Topics of interest to all eco-farmers.  
*Close: May 20; On Sale: July 1*

**AUGUST – FOCUS: HOMESTEADING** Food preservation, natural and herbal remedies, gardening, foraging, raising livestock and poultry, sustainable living, fiber arts, fermentation, tools, butchering, construction, beekeeping, orcharding, cheesemaking, irrigation, alternative energy  
*Ad Close: June 20; On Sale: August 1*

**SEPTEMBER** – Topics of interest to all eco-farmers.  
*Close: July 20; On Sale: September 1*

**OCTOBER – FOCUS: SOIL FERTILITY & TESTING**  
Soil testing labs, fertilizers, trace elements, soil inoculants & treatments.  
*Close: August 20; On Sale: October 1*

**NOVEMBER** – Topics of interest to all eco-farmers.  
*Ad Close: September 20; On Sale: November 1*

**DECEMBER – Acres U.S.A. Conference**  
Bonus distribution at Acres U.S.A.’s annual conference.  
*Ad Close: October 20; On Sale: December 1*  
*Conference: December 8-10, 2011*

## GENERAL INSTRUCTIONS

**DEADLINES** Space reservation and materials deadline is the **20th of the month** that precedes the cover date by two months. (Example: The August issue reaches newsstands and readers by August 1; space and materials deadline June 20.) Advertisers are responsible for submitting advertising material on or before the deadline date. 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.

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 high-resolution digital images. Production time billed at \$50 per hour and can be estimated prior to ad placement.

**CREDIT TERMS** First ad prepaid. Subsequent advertising to be prepaid unless credit approved in advance. If credit granted, net due upon receipt of invoice; past due at 30 days. No advertising will be accepted for accounts with past due balance. *Acres U.S.A.* accepts all major credit cards, 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.

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



## AD DIMENSIONS

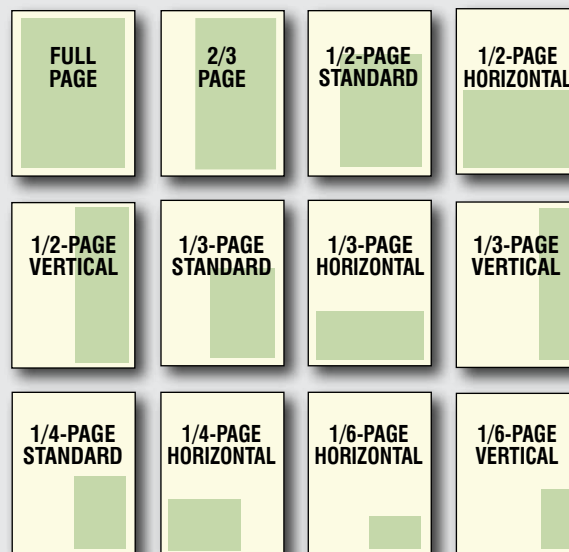
Size, inches (width x height)

### Full-page bleed (cover positions)

Live area	7 <sup>1</sup> / <sub>2</sub> " x 10"
Trim	8 <sup>1</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
Bleed	8 <sup>1</sup> / <sub>2</sub> " x 11"
Full-page	7 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
2/3-page	4 <sup>3</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
1/2-page standard	4 <sup>3</sup> / <sub>4</sub> " x 7"
1/2-page horizontal	7 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
1/2-page vertical	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
1/3-page standard	4 <sup>3</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
1/3-page horizontal	7 <sup>1</sup> / <sub>4</sub> " x 3"
1/3-page vertical	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
1/4-page standard	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
1/4-page horizontal	4 <sup>3</sup> / <sub>4</sub> " x 3 <sup>5</sup> / <sub>8</sub> "
1/6-page horizontal	4 <sup>3</sup> / <sub>4</sub> " x 2 <sup>3</sup> / <sub>16</sub> "
1/6-page vertical	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "



## AD LAYOUT OPTIONS



**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.

**PRODUCTION SPECIFICATIONS** Cover printed by sheetfed offset press on 70-lb. uncoated stock; interior printed by cold-set web offset press on 35-lb. premium 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:

- Press-quality PDF files are preferred (fonts must be embedded).
- EPS files with fonts converted to outlines.
- TIF files with a minimum resolution of 300 dpi.
- Adobe InDesign or Quark XPress files *may* be acceptable; please inquire.
- When naming your electronic file, please include company name.
- Except for full-page advertisements, all advertisements must have borders; non-cover positions cannot bleed.

Design services available.

*Please check with our art department if you have any questions.*