



2012

Media Kit





Advertising Rates

www.carrotcountry.com

Black and White Rates

| | |
|-----------------|-------|
| Size | |
| Full page | \$850 |
| 1/2 page island | 595 |
| 1/2 page | 570 |
| 1/3 page | 395 |
| 1/4 page | 310 |
| 1/6 page | 215 |
| 1 column inch | 45 |

Add \$175 to earned rate per spot color.

Color Rates

| | |
|-----------------|--------|
| Size | |
| 4-C spread | \$2225 |
| Full page | 1375 |
| 1/2 page island | 895 |
| 1/2 page | 845 |
| 1/3 page | 695 |
| 1/4 page | 575 |
| 1/6 page | 425 |

Covers

4-color ads given preference.
 2nd or 3rd cover Add \$50 to earned full-page rate
 Back cover (4-color only).... Add \$100 to earned full-page rate

Inserts

| | |
|--|---------|
| 11 x 17 inches..... | \$1500* |
| 8-1/2 x 11 inches | \$850* |
| Reply card insert (3-1/2" lip required)..... | \$400* |

*plus tip in-charge

Guaranteed Positions

Add 5% to ad size.

Online Rates

| | |
|--------|--------|
| | Annual |
| Banner | \$250 |
| Link | \$125 |

Direct Mail

Carrot Country makes its mailing list available to advertisers. All materials should be sent to the address listed below. Cost: \$200/ thousand for one time list rental, labeling and delivery to post office. Inserting, stamping, sealing etc., are additional. Call for prices. All postage is regular first class and is payable in advance. The mailing list is available by state, zip code, growers, etc. Minimum charge, \$200. Call for specifics.

Advertising Submissions

Electronic ad submission: e-mail: jkastner@columbiapublications.com. All advertising materials and space orders sent by regular mail, UPS, etc. should be addressed to:

Carrot Country Advertising Department
 Columbia Publishing and Design
 8405 Ahtanum Road • Yakima, WA 98903
 (509) 248-2452 • fax (509) 248-4056

Advertising Sizes

Pages are three columns by 9-7/8 inches. Each column is 14 picas wide, with 1 pica between columns. Page trim size is 8-3/8 x 10-7/8 inches. Bleed size is 8-5/8 x 11-1/8 inches, with 1/8" bleed. Spread trim size is 16-3/4 x 10-7/8 inches. Bleed size for a spread is 11-1/8 x 17 inches.

| Ad Size | Dimensions | Dimensions (decimal) |
|------------------------|-----------------------|-----------------------|
| Full page | 7-1/2 x 10 inches | 7.375 x 9.875 inches |
| Full page bleed (1/8") | 8-5/8 x 11-1/8 inches | 8.625 x 11.125 inches |
| 1/2 page island | 4-7/8 x 7-3/8 inches | 4.8611 x 7.5 inches |
| 1/2 page | 7-1/2 x 4-7/8 inches | 7.375 x 4.9 inches |
| 1/3 page vertical | 2-5/16 x 9-7/8 inches | 2.3472 x 9.875 inches |
| 1/3 page | 4-7/8 x 4-7/8 inches | 4.8611 x 4.938 inches |
| 1/4 page | 3-9/16 x 4-7/8 inches | 3.6042 x 4.86 inches |
| 1/6 page vertical | 2-5/16 x 4-7/8 inches | 2.3472 x 4.938 inches |
| 1/12 page | 2-5/16 x 2-3/8 inches | 2.3472 x 2.42 inches |
| 1 inch | 2-5/16 x 1 inch | 2.3472 x 1 inch |

Advertising Requirements

Ads are accepted only in the following formats and quality:
 Resolution: 300 dpi at production size for photos and ads
 Formats: PDF, EPS or TIFF preferred (all fonts embedded)
 Colors: All CMYK color formatting – *no* RGB.
 Created With: InDesign, Photoshop, Illustrator or Pagemaker, saved in PDF format.
 Production questions: Call Jeraleh at (509) 248-2452
 Material questions: Call Mike at (800) 900-7731

Copy and Contract Conditions

Carrot Country accepts advertising from agencies with the understanding that their clients guarantee payment. Should an agency default, for whatever reason, both the agency and/or client will be held responsible for payment.

The publisher will not be bound by conditions appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provision contained in its rate card or published in Standard Rate and Data.

Carrot Country publishers reserve the right to reject all advertising deemed not in keeping with the magazine's standards. The publisher reserves the right to place the word "advertisement" with advertising copy resembling editorial material.

Advertisers and their agencies assume liability for the content of placed advertising, including text, representations and illustrations. They are responsible for any claims arising against the publisher and agree to indemnify the publisher against any expense or loss suffered by reason of such claims.

The publisher assumes no liability for errors in key numbers. No cancellations can be accepted after 30 days preceding date of issue. Rates, conditions and space units are subject to change without notice. No rate will be guaranteed for longer than one year. Advance orders will be billed at rates prevailing when the advertisement is published.

Carrot Country is a part of the Columbia Publishing family of magazines.

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2012 Editorial Calendar and Advertising Deadlines

Spring

(February Release)

Deadline: January 2

CARROT SESSION

- Great Lakes Expo
 - Pacific Northwest Vegetable Association
- #### CARROT DISEASE UPDATE

Fall

(August Release)

Deadline: July 2

CARROT HARVESTER PREVIEW

- Asa-Lift
 - Simon
 - Vogel Engineering Inc.
- #### CARROT DISEASE UPDATE

Summer

(May Release)

Deadline: April 2

CARROT SESSION

- Empire State Fruit & Vegetable Conference
- #### UNIVERSITY OF CALIFORNIA CARROT RESEARCH

Winter

(November Release)

Deadline: October 1

CARROT VARIETY UPDATE CARROT SESSION REPORTS:

- Pacific Northwest Vegetable Conference

NEW

Web Video Advertising Rates

www.carrotcountry.com

Be sure to check out our new online magazines now with Turn-Page technology.

Carrot Country web video option:

To add video to your advertisement on the web version of the magazine it will cost \$75.00 per video.

Video formats we accept

- DVD (NTSC ou PAC)
- MPG (1 et 2)
- AVI (INDEO - DIVX - XVID)
- MOV (QUICKTIME 4-5-6-7)
- FLV (Sorenson spark, On2 VP6)
- WMV (WINDOWS MEDIA 6-7-8-9)

Flash specs we accept

- FLASH (6 - 7 - 8) ACTIONSCRIPT 1 ET 2
- NO FULL SCREEN CODE
- NO EXTERNAL LOADS
- TYPICAL SERVER SIZE = 390 PIXEL/538 PIXEL OR 512 PIXEL/320 PIXEL

Web Video Advertising Submissions

Call (509) 248-2452 or e-mail: jkastner@columbiapublications.com for information on how to submit videos to our FTP site.

VIDEO OPTION WITH ARTICLE OR WITH ADVERTISEMENTS