



Media Kit **2012**



Black and White Rates

Size	1-Time	4-Times	8-Times
Full Page	\$1650	\$1575	\$1500
1/2 Page Island	\$1060	\$975	\$890
1/2 Page	\$1000	\$910	\$830
1/3 Page	\$735	\$665	\$600
1/4 Page	\$580	\$525	\$470
1/6 Page	\$400	\$365	\$325
1/12 Page	\$250	\$210	\$175
1 Column Inch	\$80	\$75	\$69

CMYK/spot color add \$150.00 per color to earned rate.

PMS/spot color add \$200.00 per color to earned rate.

Color Rates - CMYK

Size	1-Time	4-Times	8-Times
4-C spread	\$3850	\$3725	\$3600
Full Page	\$2200	\$2150	\$2100
1/2 Page Island	\$1450	\$1400	\$1350
1/2 Page	\$1350	\$1300	\$1250
1/3 Page	\$1150	\$1100	\$1050
1/4 Page	\$950	\$900	\$850
1/6 Page	\$650	\$600	\$550
1/12 Page	\$325	\$325	\$300
1 Column Inch	\$140	\$130	\$120

Guaranteed Positions

Add 5% to ad size/frequency rate.

Covers

Available in 4-color only.

Back cover: add \$100 to earned page rate.

Inside front or back cover: add \$100 to earned page rate.

Inserts (pre-printed)

8 1/2 x 11 inches.....	\$1650*
11 x 17 inches, folded.....	\$2600*
Reply card insert (3-1/2" lip required).....	\$750*

*plus tip-in charge

Online Rates

Video: \$75 per video

Link: Free to current advertisers. \$150 annually to non advertisers.

Banner: \$500 annually for current advertisers.
\$600 annually for non advertisers.

Credit Policy

Accounts are due in 30 days. Accounts over 30 days past due will be charged 1.5% per month on balance due.

Direct Mail

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

Circulation

Onion World circulation includes every known commercial onion grower in the U.S., along with added circulation in Canada, Mexico and overseas.

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:

Onion World 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. 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 quality and formats:

Resolution: 300 dpi at production size for photos and ads
 Formats: PDF, EPS or TIFF preferred (all fonts embedded)
 Colors: All CMYK (no RGB), please provide color print.
 Created With: InDesign, Photoshop, Illustrator or Pagemaker, saved in PDF format.

Production questions: Call Jeraleh at 800-900-2452

Material questions: Call Mike at 800-900-7731

Copy and Contract Instructions

Onion World magazine 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 with Standard Rate and Data Service policies.

Onion World 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 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 a period longer than one year. Advance orders will be billed at rates prevailing when the advertisement is published.



2012 Editorial Calendar and Advertising Deadlines

advertising: jmike@columbiapublications.com
(800) 900-7751

editorial: dbrent@columbiapublications.com
(509) 949-0550

January

Deadline: December 1, '11

ONION MEETING REPORTS
Pacific Northwest Vegetable Association
Great Lakes Vegetable Conference Onion Session
National Onion Association

July/August

Deadline: June 1

ONION DISEASE CONTROL
Thrips and IYSV Management

February

Deadline: January 2

CROP OUTLOOK REPORTS
Texas • Georgia • California

September/October

Deadline: August 1

NATIONAL ONION ASSOCIATION
SUMMER CONVENTION REPORT

March/April

Deadline: February 1

ONION CONFERENCE REPORTS
Empire State Fruit & Vegetable Expo
Colorado Onion Association

November

Deadline: October 1

ANNUAL BUYER'S GUIDE
Pacific Northwest Vegetable Association
Onion Session Report

May/June

Deadline: April 2

SHORT-DAY AND BUNCHING
ONION VARIETY UPDATE
Weed Control Recommendations

December

Deadline: November 1

LONG- AND INTERMEDIATE-DAY
ONION VARIETY UPDATE

NEW

Web Video Advertising Rates

www.onionworld.net

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

Onion World 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 800-900-2452 or e-mail: jkastner@columbiapublications.com for information on how to submit videos to our FTP site.

VIDEO OPTION WITH ARTICLE OR WITH ADVERTISEMENTS