



**2012**

**Media Kit**

Also Featuring  
PEPPERS

THE **Tomato** 

MAGAZINE

## Black and White Rates

Size	1-Time	4-Times
Full Page	\$1650	\$1575
1/2 Page Island	\$1060	\$975
1/2 Page	\$1000	\$910
1/3 Page	\$735	\$665
1/4 Page	\$580	\$525
1/6 Page	\$400	\$365
1/12 Page	\$250	\$210
1 Column Inch	\$80	\$75

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
4-C spread	\$3850	\$3725
Full Page	\$2200	\$2150
1/2 Page Island	\$1450	\$1400
1/2 Page	\$1350	\$1300
1/3 Page	\$1150	\$1100
1/4 Page	\$950	\$900
1/6 Page	\$650	\$600
1/12 Page	\$325	\$325
1 Column Inch	\$140	\$130

## 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. \$350 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

**The Tomato Magazine** 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

**The Tomato Magazine** circulation includes every known commercial tomato 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:

**The Tomato Magazine** 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 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 format – 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 Instructions

**The Tomato 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.

**The Tomato Magazine** 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

<p style="text-align: center;"><b>Spring Issue</b> <i>Deadline: January 2</i></p> <ul style="list-style-type: none"> <li>• ANNUAL TOMATO VARIETY UPDATE</li> <li>• CALIFORNIA TOMATO INDUSTRY REPORT</li> </ul>	<p style="text-align: center;"><b>Fall Issue</b> <i>Deadline: August 6</i></p> <ul style="list-style-type: none"> <li>• 2012-13 BUYER'S GUIDE</li> <li>• HIGH TUNNEL/GREENHOUSE UPDATE</li> </ul>
<p style="text-align: center;"><b>Summer Issue</b> <i>Deadline: April 23</i></p> <ul style="list-style-type: none"> <li>• PRODUCTION MANAGEMENT RESEARCH           <ul style="list-style-type: none"> <li>• INSECT CONTROL</li> <li>• DISEASE CONTROL</li> <li>• WEED CONTROL</li> </ul> </li> </ul>	<p style="text-align: center;"><b>Winter Issue</b> <i>Deadline: November 1</i></p> <ul style="list-style-type: none"> <li>• ANNUAL PEPPER VARIETY UPDATE</li> <li>• FLORIDA TOMATO INDUSTRY REPORT</li> </ul>

## Web Video Advertising Rates

[www.tomatomagazine.com](http://www.tomatomagazine.com)

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

Tomato Magazine 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**