

Combining Print, the Web & Emails

TARGET AUDIENCE:

200,000 of the most active grain and livestock operations nationwide:
(100,000 mailed + 100,000 emailed issues)
Demographics by request

WEBSITE: www.onlinefarmer.com

LEAD SOURCES: Leads generated from:

- Phone inquiries • Reader Service • Web inquiries
- Web ads with link • Email opens & clicks

PRICING: 4 - COLOR

Full Page	\$3,200
Page 1 / Last page	\$4,200
1/2 Page	\$1,700
Back Cover	\$5,400
3 - 1/2 x 5 - 1/2 Insertion Card	\$5,000
100,000 Co-op Opt-in Farm E-mails	\$2,500
200,000 Co-op Opt-in Farm E-mails	\$5,000

MAGAZINE PRINT SCHEDULE

2012

Issue	Cut Off	Mailing Date
February/March	1/4/12	1/25/12
April/May	3/7/12	3/28/12
June/July	5/2/12	5/23/12
August/September	7/4/12	7/25/12
October/November	9/5/12	9/26/12
December/January	11/7/12	11/28/12

MAGAZINE CO-OP EMAIL SCHEDULE

100,000 co-op emails end of each month
200,000 co-op emails middle of each month

Contact your sales representative for more information

6417 Normandy Lane
Madison, WI 53719

800-278-5670
515-277-5787
fax: 608-277-9001

www.onlinefarmer.com