

The *Spokesman* is the official membership publication of Montana Farm Bureau Federation's member families. *Spokesman* readers are farmers and ranchers, rural residents, landowners, professionals, business people, tradespeople, outfitters, tour guides, young people, homeowners, homemakers and the whole realm of people who live in Big Sky Country!

CIRCULATION - 14,700 • READERSHIP - 44,100

ADVERTISING RATES

	Full Color
Back Cover	\$1500
Inside Front Cover	\$1200
Inside Back Cover	\$1200
Full Page	\$1000
Two-thirds Page	\$690
Half Page	\$550
One-third Page Vertical	\$360
One-quarter Page	\$265
Banner	\$235
One-eighth Page	\$165

**Buy two full-page, four-color ads and get a booth at the MFBF Convention for FREE -- and a listing in the MFBF Equine Directory.*

DEADLINES

ISSUE	SPACE RESERVATION	MATERIALS	MAILS
SUMMER	JUNE 1	JUNE 10	JULY 1
FALL	SEPTEMBER 1	SEPTEMBER 10	OCTOBER 1
WINTER	DECEMBER 1	DECEMBER 10	JANUARY 1
SPRING	MARCH 1	MARCH 10	APRIL 1

CONTACT

Montana Farm Bureau Spokesman
David Goettel

Phone: (406) 761-5234 • Fax: (877) 761-5235 • E-mail: dgoettel@ndpub.com

MECHANICAL SPECIFICATIONS:

Trim Size	8 1/2 x 11
Full Page	7 1/2 x 10
Back Cover Page	8 x 7
2/3 Vertical	4 3/4 x 10
1/2 Horizontal	7 1/2 x 4 3/4
1/3 Vertical	2 1/4 x 10
1/4 Page	3 1/2 x 4 3/4
Banner	7 1/2 x 2
1/8 Page	3 1/2 x 2 1/4

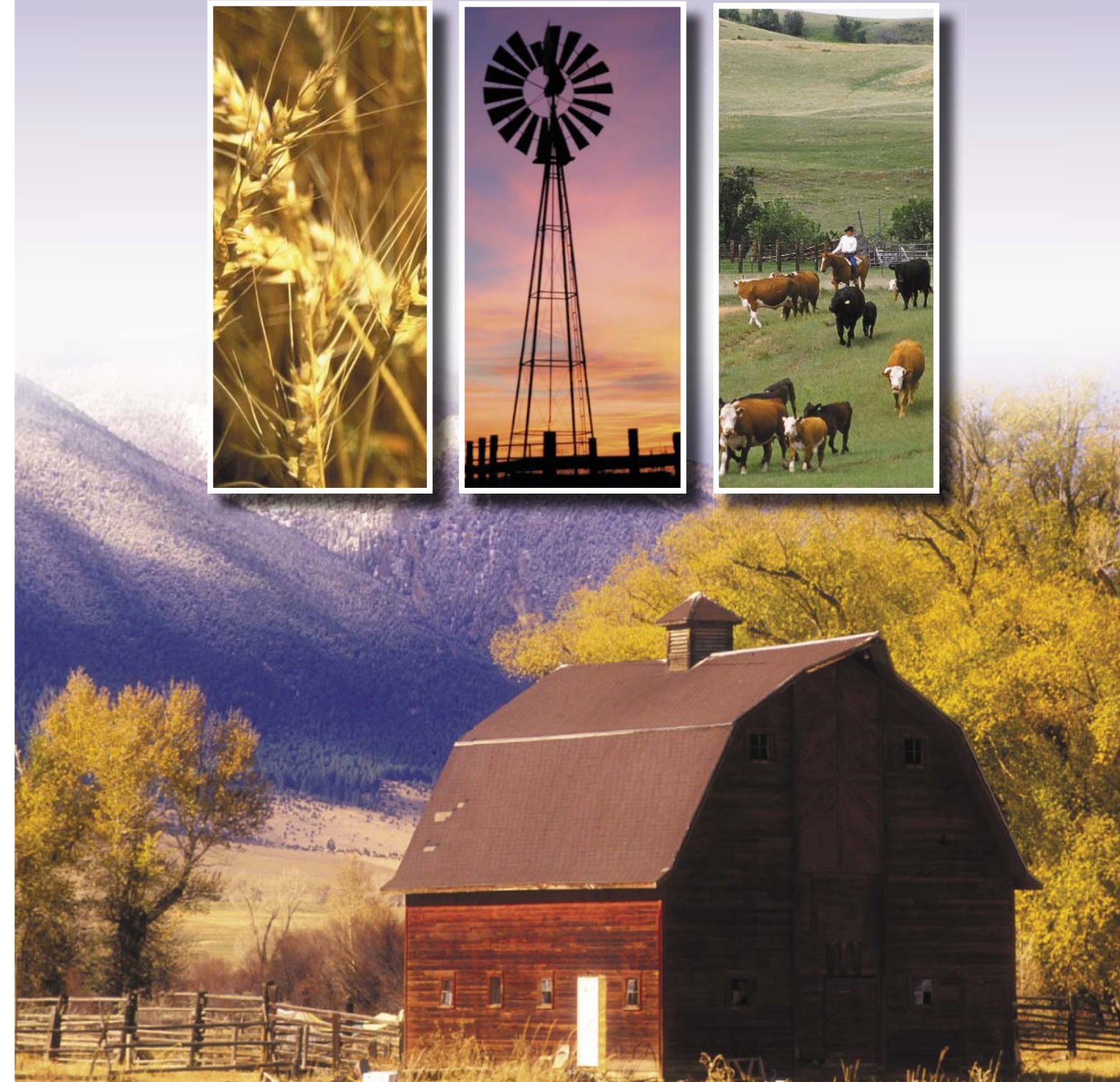
MATERIAL REQUIRED:

- Electronic ads need all necessary elements on either zip, floppy or CD. If sending via e-mail, submit all necessary elements.
- Must be able to open files from Windows PC platforms.
- Design in Pagemaker, Quark or InDesign 6.5 for PC. Include all images and fonts.
- Design in Illustrator, Photoshop or Free-hand, convert to outlines and save as EPS.
- All color ad images/scans need to be in CMYK mode.
- Build ad exactly to size and shape.
- Supply printout of ad at 100% with color clearly marked.
- All supplied ads should be sized to the dimensions provided for the ad and must have a resolution of at least 300 dpi.

COPY & CONTRACT REGULATIONS:

- Full payment of advertising is required after first notice (30 days). Ads not paid in full after second notice are pulled from publication. Ads not paid after third notice are turned over to a collection agency.
- Publisher reserves the right to accept or reject advertisement. Advertising copy must be truthful and not contain misleading statements or claims.
- The word "advertisement" will be placed on any ad which, in the publisher's opinion, resembles editorial matter.
- Publisher shall not be liable to an advertiser or agency, or subject to damages for any failure to complete orders due to acts of God, accidents, fires, postal service delays or any other circumstance beyond publisher's control.
- Ads not meeting specific size requirements will be reduced or enlarged as necessary at the discretion of the publisher. Work done to an ad to make it conform will be billed to the advertiser.

2010 ADVERTISING RATES



ABOUT MONTANA FARM BUREAU FEDERATION

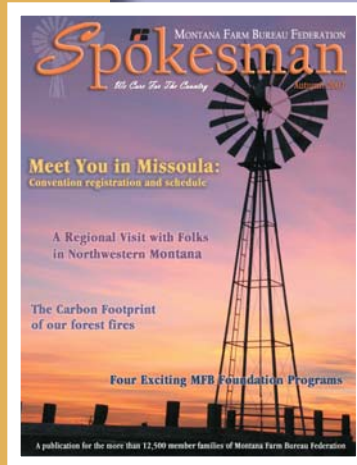
Farm Bureau is an independent, non-governmental, voluntary organization with its roots in agriculture. Farm Bureau unites people of diverse interests to work toward the betterment of the quality of life for all Montanans. Montana Farm Bureau is the state's largest agriculture organization with 14,700 member-families across the state.

Formed in 1919, Farm Bureau provides an organization in which members may secure the benefits of united efforts in a way that could never be accomplished through individual effort.

Farm Bureau is truly unique in that it provides the opportunity for members to gather at the county level, discuss their concerns, and develop ways to resolve their problems. The farmer/rancher members make final decisions regarding the policy direction of the organization on issues such as property rights, water quality, water rights, taxes, government regulations, use of public lands and the environment.

In addition to Farm Bureau's work on the issues, there are many other programs that the organization carries out and in which members may become involved. These programs are designed to develop volunteers' leadership skills, promote agriculture and the rural way of life, and inform the public of the importance of agriculture in maintaining their lifestyle through specific educational and informational programs.

Anyone can be a Farm Bureau member whether you are actively involved in production agriculture or just have an interest in the industry. Agriculture is an important part of Montana's economy, ranking first in contribution to wealth in the state. No matter where you live or what you do, agriculture has a profound impact on your life.



Letter from the editor...

Dear Advertiser,

When you place an ad in a publication, you want to make sure that your message goes to a target audience. When you advertise in the Montana Farm Bureau *Spokesman*, your target audience is farmers and ranchers—both large and small—as well as people who value and appreciate a rural lifestyle. Our members buy tractors, equipment, ATVs, seed, horse care products, cattle handling equipment, veterinary supplies, outdoor clothing and the list goes on and on. One of our member benefits is a \$500 rebate on selected Dodge vehicles. Dodge is the exclusive truck of the Montana Farm Bureau. Have a Dodge dealership? Let our members know about it.

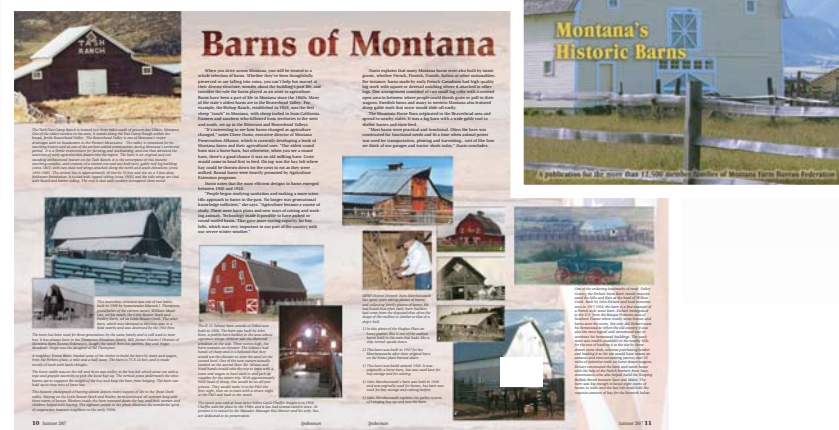
We have created the *Spokesman* to show what it means to be a Farm Bureau member—from producer interviews to stories about old barns to trade issues. Members find out in the *Spokesman* pages where their organization stands on water issues, food safety and animal welfare concerns. Our subjects appeal to all of our members, whether they own 1500 acres of wheat or four horses and a few sheep. We educate about farm safety for adults and kids, and caring for the environment through proper water runoff management. In addition, our departments like County News let folks know exactly what is going at the county Farm Bureau level.

Agriculture is important to everyone who receives the Montana Farm Bureau *Spokesman*. Not only will our readers learn about your products and increase your sales, but by seeing your name in our publication, they'll know you are a vital part of Montana's number-one industry--agriculture.

Join us now!

Rebecca Colnar

Rebecca Colnar, Editor

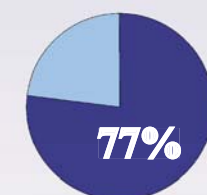


OUR MEMBERS ARE YOUR CUSTOMERS!

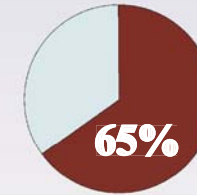
Our ag producer members:



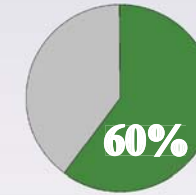
Percentage of total MFBF producer members raising...



LIVESTOCK



BEEF CATTLE



CROPS

Our associate members:

Montana Farm Bureau Federation has over **10,000** associate member families who care about preserving Montana's rural lifestyle, ensuring food security, protecting the environment and working towards economic stability.

Purchasing Power:

Farm & Ranch Inputs Annually

- Feed - \$130 million
- Fertilizers - \$154 million
- Pesticides - \$105 million
- Fuel/Oil - \$201 million
- Repair/Maintain Capital - \$232 million
- Miscellaneous - \$366 million

Capture the market share:

Montana Farm Bureau Federation is the largest agricultural organization in Montana and the best bang for your advertising dollar! Your company name in the *Spokesman* will reach our 14,700 member families, so you can begin to capture the over 1.6 billion spent annually in farm and ranch inputs by agricultural producers in Montana.

