

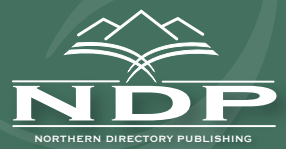
2011

Calendar

Rate Card

Specifications

Submittal Deadlines



MONTANA GRAIN NEWS 2011 CALENDAR

MONTANA GRAIN NEWS YIELDS HIGH RESULTS

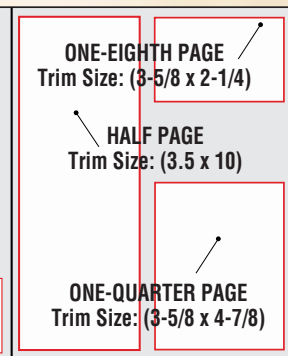
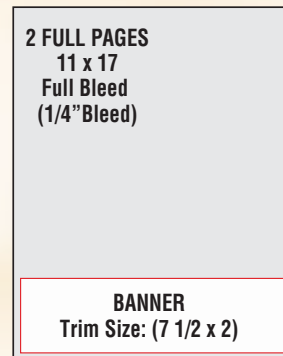
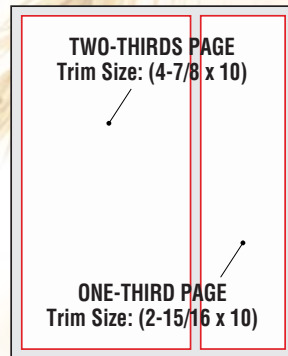
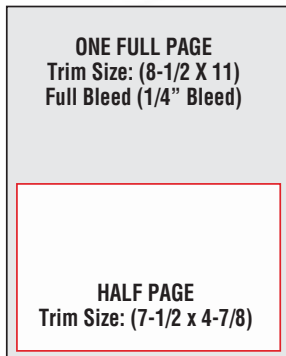
For over 50 years, Montana Grain Growers Association has provided up to the minute information to Montana's grain industry. We are the only Montana agricultural organization specializing in just wheat and barley. Such a focus is critical to promoting to progressive producers who are constantly upgrading their operations. MGGA represents: 1143 farming operations with an average farm size of 4,883 acres for a total of 5,581,000 acres of wheat and barley production.

ISSUE	PRODUCER TIMELINE - POTENTIAL EDITORIAL CONTENT
JANUARY	Legislative coverage in odd years; new equipment; state ag expositions; grain delivery; winter and upcoming workshops and meetings; publish new MGGA policy resolutions
FEBRUARY	Legislative coverage in odd years; winter board meeting coming up in March; grain delivery; producers begin making seeding plans, seeing banker for operating \$\$; publish upper level and agribusiness members list; income taxes due; NAWG convention
MARCH	Spring seeding begins; crop insurance deadlines; fertilizing & soil nutrient needs; spring membership mailing
APRIL	Seeding continues; producers considering spring crop protection needs; irrigation needs; begin monitoring for pest problems in winter wheat
MAY	June golf tournament registration; weed spraying in winter wheat; chemfallow spraying; seeding continues in NE MT; making decisions on hail insurance
JUNE	Golf tourney sponsor thank you; spring crop weed spraying; chemfallow; monitoring the crop for weeds, diseases in wet years, top-dress nitrogen needs; praying for rain in dry years; preparing equipment and bins for harvest; summer NBGA meeting (report for July issue)
JULY	Harvest begins mid to late July in central Montana; preparing for harvest
AUGUST	Harvest in full swing around most of the state; planning for seed, fertilizer for fall seeding needs, insurance decisions coming up; county fairs
SEPTEMBER	Fall ground preparation and seeding; harvest continues in NE MT; crop marketing decisions being made; fall board meeting coming up in October; begin convention notices; upcoming MarketManager workshop schedule
OCTOBER	Fall membership drive; begin formulating new resolutions; listening sessions; NBGA and NAWG fall board meetings and reports; nominations form for new MGGA board seats
NOVEMBER	Convention registration form and schedule; publish current resolutions
DECEMBER	Announce new officers and board members; report on convention; thank you to convention sponsors; policy overview; grain delivery; upcoming MarketManager workshop schedule

MONTANA GRAIN NEWS 2011 RATE CARD

ALL RATES NET

NUMBER OF ISSUES	1X \$ PER ISSUE	3X \$ PER ISSUE	6X \$ PER ISSUE	12X \$ PER ISSUE	AD BUILDING
2 FULL PAGES (11 x 17)	\$1800	\$1710	\$1650	\$1595	\$90
ONE FULL PAGE (8-1/2 X 11)	\$1135	\$1055	\$1005	\$975	\$45
TWO-THIRDS PAGE (4-7/8 x 10)	\$825	\$760	\$720	\$695	\$45
HALF PAGE (See Below - 2 Options)	\$620	\$570	\$540	\$515	\$25
ONE-THIRD PAGE (2-15/16 x 10)	\$540	\$465	\$435	\$415	\$25
ONE-QUARTER PAGE (3-5/8 x 4-7/8)	\$385	\$335	\$310	\$285	\$25
BANNER (7-1/2 x 2)	\$335	\$310	\$280	\$235	\$25
ONE-EIGHTH PAGE (3-5/8 x 2-1/4)	\$240	\$190	\$165	\$135	\$25



Ads on the outside back cover, inside front cover and center spread will be an additional 10%.
All customers having ads built by Northern Directory Publishing will be provided a proof at no extra fee.

MONTANA GRAIN NEWS 2011 SPECIFICATIONS

GUIDELINES FOR ALL ELECTRONIC FILES

ACCEPTABLE PROGRAMS AND FORMATS		COLOR SETTINGS	PLATFORM
<ul style="list-style-type: none"> • ADOBE ACROBAT 7 • ADOBE ILLUSTRATOR CS • ADOBE INDESIGN CS • ADOBE PHOTOSHOP CS • QUARKXPRESS 4.1 	<ul style="list-style-type: none"> • EPS (300 DPI OR HIGHER) • TIF (300 DPI OR HIGHER) • JPG (300 DPI OR HIGHER) • PDF (300 DPI OR HIGHER) • QX (PREPRESS HIGH-RES) 	<ul style="list-style-type: none"> • CMYK (4-COLOR) • PANTONE (PMS) Please convert to process • RGB files must be converted	<ul style="list-style-type: none"> • MACINTOSH • PC
IMAGES		PROOFS	
MINIMUM resolution required is: 300 dpi for full-color artwork or grayscale. At least 1,200 dpi for Bitmap (B&W/Line Art). Images and logos from Web sites are NOT usable for print ads, they are low-resolution images (72 dpi).		A proof of the ad should be provided to insure accurate placement. When sending files via Web, FTP or E-mail, fax a copy of the ad for document layout.	
UNACCEPTABLE PROGRAMS AND FORMATS		WE CAN ACCEPT	
<ul style="list-style-type: none"> • MS WORD • EXCEL • COREL DRAW • MS PUBLISHER • PAGEMAKER 	<ul style="list-style-type: none"> • GIF • BMP • PNG • MPG • DCS 	<ul style="list-style-type: none"> • E-MAIL (Compressed: Either Zipped or Stuffed) • DATA CD (MAC or PC formatted) • Files loaded to our FTP site: www.ndpub.com • Layered files (Photoshop, 300 DPI only) 	
DIMENSIONS			
<ul style="list-style-type: none"> • Inside Back Cover: 8-1/2 x 11 (full bleed) • Outside Back Cover: 8-1/2 x 11 (full bleed) • 2 full pages: 11 x 17 (full bleed) • One full page: 8-1/2 x 11 (full bleed) • Two-thirds page: 4-7/8 x 10 		<ul style="list-style-type: none"> • Half page: 7-1/2 x 4-7/8 • One-third page: 2-15/16 x 10 • One-quarter page: 3-5/8 x 4-7/8 • Banner: 7-1/2 x 2 • One-eighth page: 3-5/8 x 2-1/4 	
AD COPY SUBMISSION			
Please Mail To: Northern Directory Publishing Attn: David Goettel P.O. Box 2367 Great Falls, MT 59403		Or E-mail: art@ndpub.com dgoettel@ndpub.com For FTP site information call (Phone 1-800-761-5234)	

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MONTANA GRAIN NEWS 2011 AD SUBMITTAL DEADLINES



Issue	Ad Sales Close/Materials Due	Mail Date
January	12/14/10	1/7/11
February	1/21/11	2/4/11
March	2/25/11	3/11/11
April	3/25/11	4/8/11
May	4/22/11	5/6/11
June	5/20/11	6/3/11
July	6/24/11	7/8/11
August	7/22/11	8/5/11
September	8/26/11	9/9/11
October	9/23/11	10/7/11
November	10/21/11	11/4/11
December	11/18/11	12/9/11