



EFFECTIVE JANUARY 1, 2020

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The Growers' Guide is a regional agricultural publication designed to provide businesses with an effective medium in which to contact approximately 14,500 farmers and ranchers in **Washington, Oregon, Idaho, and Montana**. You'll find *The Growers' Guide* very effective and within budget for both large and small businesses.

EARNED CONTRACT RATES

Rates based on total usage within a consecutive three month period. To qualify, all new ads will be billed at open rate, total discount will be awarded on third ad, and on each consecutive ad after rate has been established. All prices listed are U.S. funds. The prices listed below are identical to "Rates By Unit Space".

1. **OPEN RATE** \$11.65/col inch
Add \$3.50/col inch for color.
2. **60-120 COLUMN INCHES** \$10.50/col inch
Add \$3.00/col inch for color.
3. **120-225 COLUMN INCHES** \$9.75/col inch
Add \$2.25/col inch for color.
4. **225 COLUMN INCHES, PLUS** \$8.90/col inch
Add \$2.00/col inch for color.

*PREFERRED POSITION RATES

Add 15% to above rates.
 Preferred positions are **NON CANCELLABLE**.

*OTHER NECESSARY PRODUCTION

Including artwork and/or photos available at publisher's cost plus 10%.

RATES BY UNIT SPACE

Prices per insertion within 3 month period

	1 TIME	2 TIMES ea.	3 TIMES ea.	COLOR ea.*
FULL PAGE 75 Column Inches (10" wide x 15" tall)	\$787.50	\$731.25	\$667.50	\$817.50
3/5 PAGE 45 Column Inches (Vertical: 5 1/16" wide x 15" tall)	\$524.25	\$472.50	\$438.75	\$551.25
HALF 40 Column Inches (Vertical: 5 1/16" wide x 13 5/16" tall • Horizontal: 10" wide x 8" tall • Or 8" wide x 10" tall)	\$466.00	\$420.00	\$390.00	\$480.00
THIRD 24 Column Inches (Regular: 5 1/16" wide x 8" tall • Or 8" wide x 6" tall)	\$279.60	\$279.60	\$252.00	\$324.00
QUARTER 20 Column Inches (Regular: 5 1/16" wide x 6 5/8" tall • Or 3 7/8" wide x 10" tall • Horizontal: 10" wide x 4" tall)	\$233.00	\$233.00	\$210.00	\$270.00
EIGHTH 10 Column Inches (Horizontal: 5 1/16" wide x 3 5/16" tall • Vertical: 3 7/8" wide x 5" tall)	\$116.50	\$116.50	\$116.50	\$151.50
BUSINESS CARD 4 Column Inches (Regular: 3 7/8" wide x 2" tall • OR: 5 1/16" wide x 1 5/16" tall)	\$46.60	\$46.60	\$46.60	\$60.60
2 COLUMN x 1"	\$23.30	\$23.30	\$23.30	\$30.30

*Based on 3-time rate

MECHANICAL REQUIREMENTS

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|--|---|--|
| 1. Publication size—11 1/4" x 16" | 5. Single column width—1 13/16" (11 picas) | 9. Five column width—10" (60 picas) |
| 2. Type depth—15" | 6. Two column width—3 7/8" (23p4.8 picas) | 10. Columns per page—5 |
| 3. Type width—10" | 7. Three column width—5 15/16" (35p7.2 picas) | 11. Gutter width—7 1/2 picas |
| 4. Spacing between columns—3/16" (14 points) | 8. Four column width—8" (47p9.6 picas) | 12. Two page spread—21 1/4" wide by 15" tall |

PUBLICATION AND DEADLINE DATES

Print date is the second Monday of each month. The deadline is the Wednesday preceding publication.