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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 13,000 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 \$2.50/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	Per insertion 2 TIMES	Per insertion 3 TIMES	3 time rate, ea. + COLOR
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 ¹ / 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 / ₈ " 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

MECHANICAL REQUIREMENTS

1. Publication size—11¹/₄" x 16"
2. Type depth—15"
3. Type width—10"
4. Spacing between columns—³/₁₆" (14 points)
5. Single column width—1³/₁₆" (11 picas)
6. Two column width—3⁷/₈" (23p4.8 picas)
7. Three column width—5¹/₁₆" (35p7.2 picas)
8. Four column width—8" (47p9.6 picas)
9. Five column width—10" (60 picas)
10. Columns per page—5
11. Gutter width—7¹/₂ picas
12. Two page spread—21¹/₄" wide by 15" tall

PUBLICATION AND DEADLINE DATES

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

Deadline Schedule*

2016

JANUARY 2016

Deadline—Jan. 6 • Print—Jan. 11

FEBRUARY 2016

Deadline—Feb. 3 • Print—Feb. 8

MARCH 2016

Deadline—March 9 • Print—March 14

APRIL 2016

Deadline—April 6 • Print—April 11

MAY 2016

Deadline—May 4 • Print—May 9

JUNE 2016

Deadline—June 8 • Print—June 13

JULY 2016

Deadline—July 6 • Print—July 11

AUGUST 2016

Deadline—August 3 • Print—August 8

SEPTEMBER 2016

Deadline—Sept. 7 • Print—Sept. 12

OCTOBER 2016

Deadline—Oct. 5 • Print—Oct. 10

NOVEMBER 2016

Deadline—Nov. 9 • Print—Nov. 14

DECEMBER 2016

Deadline—Dec. 7 • Print—Dec. 12

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