



American
Dairymen

~ 2011 ~
media kit

AMERICAN DAIRYMEN OFFERS TIMELY AND RELEVANT EDITORIAL THAT RELATES TO DAIRY PRODUCERS. FEATURE ARTICLES FOCUS ON PRODUCTION ISSUES, EQUIPMENT INNOVATIONS AND THE RURAL LIFESTYLE OF PRODUCERS AND THEIR FAMILIES.

PRINT & WEB RATES

<u>PRIORITY PAGES</u>	<u>1x</u>	<u>4x</u>	<u>6x</u>	<u>12x</u>	<u>13+</u>
Inside Front Cover	\$ 1,695	\$ 1,610	\$ 1,529	\$ 1,453	-----
Inside Back Cover	\$ 1,695	\$ 1,610	\$ 1,529	\$ 1,453	-----
Back Cover	\$ 1,765	-----	-----	-----	-----
Front Cover Banner	\$ 750	-----	-----	-----	-----

<u>DISPLAY ADS</u>	<u>1x</u>	<u>4x</u>	<u>6x</u>	<u>12x</u>	<u>13+</u>
Full Page	\$ 1,336	\$ 1,273	\$ 1,210	\$ 1,060	\$ 998
1/2 Page	\$ 795	\$ 724	\$ 689	\$ 648	\$ 548
1/4 Page	\$ 665	\$ 610	\$ 556	\$ 503	\$ 423
Classified	\$ 42	\$ 40	\$ 38	\$ 36	-----
Column Inch	\$ 49	\$ 47	\$ 45	\$ 42	-----

ALL ADVERTISEMENTS APPEAR IN THE PRINT AND DIGITAL MAGAZINE AT NO ADDITIONAL COST.

<u>EMBEDDED VIDEO</u>	<u>1x</u>	<u>4x</u>	<u>6x</u>	<u>12x</u>	<u>13+</u>
.....	\$ 135	\$ 128	\$ 121	\$ 115	\$ 99

Bring your sales message to life by including a video of your product in the digital version of American Dairyman.



E-MAIL BLAST



0 - 25,000	\$ 0.045 per piece
25,001 - 40,000	\$ 0.039 per piece
40,001 - Plus	\$ 0.025 per piece

WEB ADVERTISING

Showcase your company on americandairyman.com with a banner ad. All banner ads directly link to your company's website.



<u>WEBSITE BANNER</u>	<u>30 days</u>	<u>90 days</u>
Homepage Leaderboard	\$ 450	\$ 999
Homepage Block	\$ 215	\$ 450
Secondary Page Leaderboard	\$ 395	\$ 825
Secondary Block	\$ 125	\$ 300

EDITORIAL & CLOSING DATES

JANUARY

Veterinarians: Emergency Preparations on a Dairy Farm
 Genetics: Reproductive Innovations
 Modern Ultrasound Equipment and Techniques
 Product Review: Calf Hutches
 Breed: Brown Swiss

FEBRUARY

Milk Replacements: A Look at Bottle/ Bucket Feeding
 Animal Shelters: Calf Housing Options
 Organic Dairies
 Product Review: Foot Bath Systems
 Breed: Guernsey

MARCH

"Dressing for Success": Dairy Apparel
 Collegiate Dairy Innovations
 FFA Programs: Building the Future of the Collegiate Programs
 Product Review: RFID Tags
 Breed: Holstein

APRIL

Barn Surveillance/Cameras: 20th Century Security
 "Mood Lighting": Today's Lighting Sources for Dairy Barns
 Ventilation Systems: Clean Air Act
 Product Review: Silage/Hay Balers
 Breed: Jersey

MAY

Breed Associations Spotlight
 Mastitis
 Impact of National Supplements/Minerals in Dairy Diet & Water
 Product Review: Mowers
 Breed: American Milking Shorthorn

JUNE

Hormones vs. No Hormones
 National Dairy Month
 Cost Effective Cooling Options for Dairy Barns
 Product Review: Pest/Fly Control
 Breed: Normande

JULY

Waste Management: Pathogens in Manure
 Controlling Transmissions of Infections in Your Herd
 Biosecurity for the Practical Dairy
 Product Review: Manure Handling Equipment
 Breed: Ayrshire

AUGUST

Foot & Mouth Disease: Control and Prevention
 Ear Notch Testing or Other Methods of Disease Detection
 Colostrum
 Product Review: Cooling Fans
 Breed: Dutch Belted

SEPTEMBER

World Dairy Expo Preview
 Milk Quality: Who is Responsible?
 High Plains Dairy Management
 Product Review: Bale Wrappers
 Breed: Kerry

OCTOBER

World Dairy Follow-Up/Sunbelt Ag Expo Review
 Breeding Age and Protocol
 Investing in Your Family's Future
 Product Review: Mixer Wagons
 Breed: Canadienne

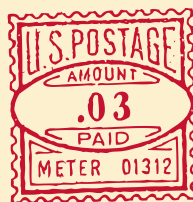
NOVEMBER

Effects of Sexed Semen on Future Dairy Heifers
 Feeding Economics: Savings vs. Sacrifice
 Stress Effects on Dairy Cattle
 Product Review: Generators
 Breed: American Milking Devon

DECEMBER

Heating Efficiency In Winter Dairy Barns
 2012 Dairy Industry Outlook
 Role of Nutrition on Reproductive Performance
 Product Review: Free Stall Equipment
 Breed: Red & White

Editorial subject to change.



2011 CLOSING DATES

<u>ISSUE</u>	<u>CUT-OFF</u>	<u>MAIL DATE</u>	<u>ISSUE</u>	<u>CUT-OFF</u>	<u>MAIL DATE</u>
February	01-17-11	01-25-11	August	07-22-11	07-29-11
March	02-11-11	02-22-11	September	08-19-11	08-26-11
April	03-18-11	03-25-11	October	09-16-11	09-27-11
May	04-18-11	04-26-11	November	10-14-11	10-25-11
June	05-16-11	05-24-11	December	11-16-11	11-23-11
July	06-13-11	06-21-11	January 2012	12-19-11	12-27-11

PRINT & WEB SPECS

PRINT MATERIAL REQUIREMENTS

Preferred Files: High resolution PDF (300 dpi, CMYK).

Other Files Accepted: Adobe InDesign, Adobe Illustrator (EPS), and Adobe Photoshop (JPEG or TIFF).

WE DO NOT ACCEPT MICROSOFT PUBLISHER FILES.

Photos: JPEG, TIFF and EPS (300 dpi, CMYK).

File Submission: Ads can be e-mailed no larger than 10MB in file size. FTP site username and password available upon request.

Dimensions: The sizes given show the exact dimensions to run in the area reserved for the advertisement. Please do not exceed the live area size in order to keep anything from being cropped off. The trim size is given to help position the advertisement and any graphics that are meant to bleed off the page.

Full Page Trim Size: 8" w x 10.875" h

Full Page Live Area: 7.25" w x 10" h

Full Page Bleed Size: 8.25" w x 11.25" h

WEB MATERIAL REQUIREMENTS

Preferred Files: JPEG (72-110 dpi, RGB).

WEB AD SIZE & DIMENSIONS

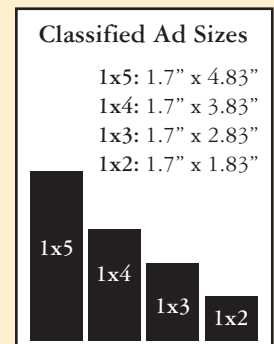
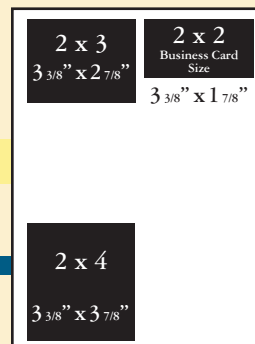
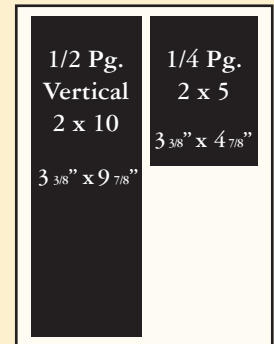
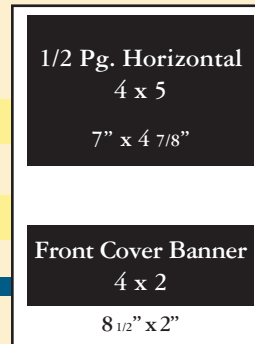
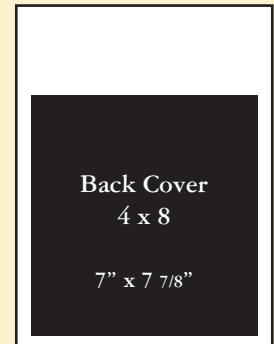
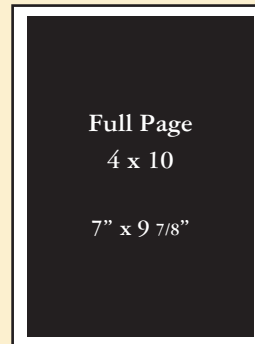
Block: 300 pixels wide x 250 pixels high

Leaderboard: 728 pixels wide x 90 pixels high

VIDEO MATERIAL REQUIREMENTS

Preferred Files: FLV.

PRINT AD SIZE & DIMENSIONS



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