

BLACK & WHITE RATES

Contract rates based on number of insertions in any 12-month period.

Current MTGA Member Rates

Size	12 Times	6 Times	3 Times	1 Time
Full page	\$425	\$450	\$475	\$500
2/3 page	340	360	380	400
1/2 page	250	275	300	325
1/3 page	150	175	200	225
1/4 page	145	155	165	175
1/6 page	95	105	115	125

Non-Member Rates

Size	12 Times	6 Times	3 Times	1 Time
Full page	\$525	\$550	\$575	\$600
2/3 page	425	450	475	500
1/2 page	325	350	375	400
1/3 page	225	250	275	300
1/4 page	170	180	190	200
1/6 page	130	140	150	160

Open rates: \$50 per column inch.

Classified: \$5 per line.

COLOR RATES

B/W plus 1 color.....add \$275 to b/w rate
B/W plus 2 colors.....add \$350 to b/w rate
Four color processadd \$900 to b/w rate
Four color spread (11 x 17)add \$1,000 to b/w rate

INSERTS

Space + Handling* fee\$100

* handling fee is waived for current MTGA members

ISSUANCE, CLOSING and CANCELLATIONS

- Issued: Published monthly, mailed mid-month
- Closing date: 5th of month preceding the month of publication. Materials due by the 20th of month preceding publication.
- Cancellations: No cancellations will be permitted after the 10th of the month preceding the month of publication.

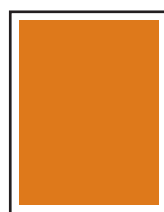
MECHANICAL REQUIREMENTS

Space	Column	Width	Depth	Width	Depth
Full page	30"	7-7/16"	10-1/8"	----	----
2/3 page	20"	----	----	4-7/8"	10-1/8"
1/2 page	15"	7-7/16"	4-5/8"	4-7/8"	7-1/2"
1/3 page	10"	4-7/8"	4-5/8"	2-5/16"	10-1/8"
1/4 page	7-1/2"	4-7/8"	3-1/4"	----	----
1/6 page	5"	4-7/8"	2-1/2"	2-5/16"	5"

For other sizes, contact the publisher.



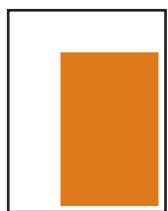
Bleed Page
8-3/4" w x 11-1/4" d



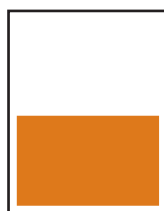
Page
7-7/16" w x 10-1/8 d



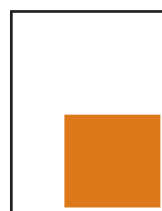
2/3 Page Vertical
4-7/8" w x 10-1/8" d



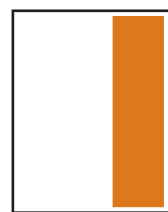
1/2 Page Island
4-7/8" w x 7-1/2" d



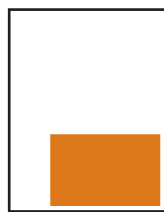
1/2 Page Horizontal
7-7/16" w x 4-5/8" d



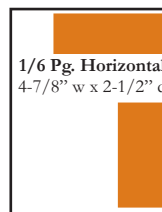
1/3 Page Island
4-7/8" w x 4-5/8" d



1/3 Page Vertical
2-5/16" w x 10-1/8" d



1/4 Page Island
4-7/8" w x 3-1/4" d



1/6 Pg. Horizontal
4-7/8" w x 2-1/2" d

Dimensions: 3 column page
3 column width is 43 picas.
2 column width is 28 picas.
1 column width is 13 picas.

Publication trim size: 8-1/2" x 11"

Bleed page: 8-3/4" x 11-1/4"

Double page spread: 15-3/4" x 10"

Double page bleeds: 17-1/2" x 11-1/4"

Materials: Submit digital files (InDesign, Illustrator, Pagemaker, Quark, .eps, .pdf), camera ready artwork, negatives repro proofs, glossy photos, or typewritten copy and a suggested layout.

Halftones: Best results obtained with 150 line screen.

4 Color Process: Digital files preferred; composite film, right reading, emulsion down, negatives, and color key proofs or glossy color prints or transparencies also accepted.

MISCELLANEOUS

- **Rate Protection:** When new rates are announced, advertisers will be protected at their contract rates for 90 days after the effective date of the new rate.
- **Placement:** Advertisements will be positioned in a manner that makes the publication most useful.
- **Production Charges:** No charge for normal typesetting. Negatives for printing and author's alterations charged at cost.

To order advertising space, contact:

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Why Gobbles?

It's the direct way to reach the #1 turkey producing state in the U.S.!

Since 1946, the Minnesota Turkey Growers Association has covered the Midwest turkey industry through the pages of *Gobbles*. Today, *Gobbles* is still the nation's only monthly turkey publication written for and about the multi-million dollar Midwest turkey industry.

Our readers turn to the pages of *Gobbles* year in and year out, knowing they will find the latest information and research reports, updates on governmental activities, special features and commentaries by key industry leaders and officers in the MTGA.

Gobbles advertising rates remain the most reasonable in the poultry publication industry. Simply put, *Gobbles* is the most effective and the most economical way to reach the movers and shakers in the Midwest turkey industry.

MN Turkey Industry Statistics

- Minnesota is the nation's largest producer of turkeys, raising 45 million birds each year.
- Turkey growing provides \$299 million of on-farm income to producers and supports various industries in Minnesota through the annual purchase of inputs (wood products, medication, feed, etc.) to the tune of \$318 million.
- Minnesota's turkey industry supports about 26,000 jobs in Minnesota



PUBLISHER

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CIRCULATION

- Subscription Rate: \$40 per year (U.S.)
- Average Circulation: For six months ending July 2010: 800.
- Primary Circulation: Concentrated in the Midwest and central United States with expanding readership nationally and internationally. Content focused to turkey growers, processors, hatcheries and members of allied industries.

COMMISSIONS

- 15 percent to recognized agencies.
- No cash discount.
- No commission on classified advertising.

EDITORIAL CALENDAR

January 2011: A comprehensive preview of the Midwest Poultry Federation Convention, the nation's 2nd largest poultry show.

June 2011: Our annual research issue featuring the latest reports from the poultry faculty at the University of Minnesota as well as other research projects pertinent to the Midwest.

August 2011: Annual Allied Spotlight issue, which highlights the MTGA's allied members and their products/services.



Gobbles

RATE CARD NO. 37

EFFECTIVE January 1, 2011

