

Gobbles

The News and Information Source
for the Minnesota
Turkey Growers Association

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	\$600	\$650	\$700	\$750
2/3 page	500	550	600	650
1/2 page	400	450	500	550
1/3 page	300	350	400	450
1/4 page	200	250	300	350
1/6 page	100	150	200	250

Non-Member Rates

Size	12 Times	6 Times	3 Times	1 Time
Full page	\$700	\$750	\$800	\$850
2/3 page	600	650	700	750
1/2 page	500	550	600	650
1/3 page	400	450	500	550
1/4 page	300	350	400	450
1/6 page	200	250	300	350

Open rates: \$50 per column inch.

Classified: \$5 per line.

COLOR RATES

B/W plus 1 color.....add \$200 to b/w rate

B/W plus 2 colors.....add \$300 to b/w rate

Four color processadd \$950 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.

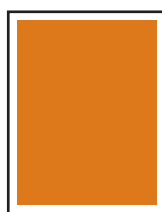
MECHANICAL REQUIREMENTS

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



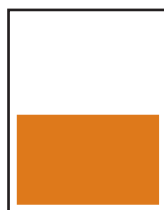
Page
7-7/16" w x 10-1/8" d



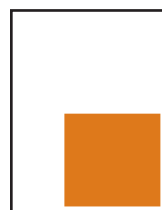
2/3 Page Vertical
4-7/8" w x 10-1/8" d



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



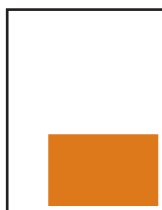
1/2 Page Horizontal



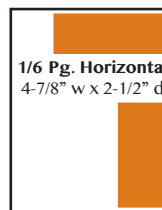
1/3 Page Island
4-7/8" w x 4-5/8" d



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, .eps, .pdf), or glossy photos/typewritten copy and a suggested layout.

Halftones: Best results obtained with 150 line screen.

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:

Lara Durben, Editor
Minnesota Turkey Growers Association
108 Marty Drive • Buffalo, MN 55313
Phone, 763-682-2171 • Fax, 763-682-5546
E-mail: ldurben@MinnesotaTurkey.com

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

Minnesota Turkey Growers Association
108 Marty Drive
Buffalo, MN 55313
Phone: 763-682-2171
Fax: 763-682-5546
Steve Olson, Executive Director
E-mail: solson@MinnesotaTurkey.com
Lara Durben, Editor
E-mail: ldurben@MinnesotaTurkey.com

CIRCULATION

- Subscription Rate: \$40 per year (U.S.)
- Average Circulation: For six months ending July 2015: 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 2016: A comprehensive preview of the Midwest Poultry Federation Convention, the nation's 2nd largest poultry show.

June 2016: 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 2016: Annual Allied Spotlight issue, which highlights the MTGA's allied members and their products/services.



Gobbles

RATE CARD NO.40

EFFECTIVE January 1, 2016

