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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 10,000 farmers and ranchers in the following counties of the Inland Empire region: **Washington:** Adams, Asotin, Benton, Columbia, Douglas, Ferry, Franklin, Garfield, Grant, Kittitas, Klickitat, Lincoln, Okanogan, Spokane, Stevens, Walla Walla, Whitman, and Yakima. **Idaho:** Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, and Nez Perce. **Oregon:** Baker, Gilliam, Grant, Marion, Morrow, Sherman, Umatilla, Union, Wallowa, Wasco. 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** \$11.00 per column inch.
2. **60-120 COLUMN INCHES** \$10.00 per column inch.
3. **120-225 COLUMN INCHES** \$9.25 per column inch.
4. **225 COLUMN INCHES, PLUS** \$8.50 per column inch.
5. **OTHER NECESSARY PRODUCTION** Including artwork and/or photos available at publisher's cost plus 10%.
6. **FOUR COLOR PROCESS** Full page add \$175. Call for quotes on smaller sizes.
7. **SPOT COLOR** Call for quote.
8. **COMPANY LOGOS** Produced by *The Growers' Guide*—\$100
9. **PREFERRED POSITION RATES** Add 15% to above rates. Preferred positions are NON CANCELLABLE.

## RATES BY UNIT SPACE

Prices per insertion within 3 month period

Effective January 1, 2011

	1 TIME	2 TIMES	3 TIMES
<b>FULL PAGE</b> 75 Column Inches (10" wide x 15" tall)	\$750.00	\$693.75	\$637.50
<b>HALF PAGE</b> 40 Column Inches (Vertical: 5 <sup>1</sup> / <sub>16</sub> " wide x 13 <sup>1</sup> / <sub>16</sub> " tall • Horizontal: 10" wide x 8" tall • Or 8" wide x 10" tall)	\$440.00	\$400.00	\$370.00
<b>THIRD PAGE</b> 24 Column Inches (Regular: 5 <sup>1</sup> / <sub>16</sub> " wide x 8" tall • Or 8" wide x 6" tall)	\$264.00	\$264.00	\$240.00
<b>QUARTER PAGE</b> 20 Column Inches (Regular: 5 <sup>1</sup> / <sub>16</sub> " wide x 6 <sup>5</sup> / <sub>16</sub> " tall • Or 3 <sup>7</sup> / <sub>8</sub> " wide x 10" tall • Horizontal: 10" wide x 4" tall)	\$220.00	\$220.00	\$200.00
<b>EIGHTH PAGE</b> 10 Column Inches (Horizontal: 5 <sup>1</sup> / <sub>16</sub> " wide x 3 <sup>3</sup> / <sub>16</sub> " tall • Vertical: 3 <sup>7</sup> / <sub>8</sub> " wide x 5" tall)	\$110.00	\$110.00	\$110.00
<b>BUSINESS CARD</b> 4 Column Inches (Regular: 3 <sup>7</sup> / <sub>8</sub> " wide x 2" tall • OR: 5 <sup>1</sup> / <sub>16</sub> " wide x 1 <sup>5</sup> / <sub>16</sub> " tall)	\$44.00	\$44.00	\$44.00
<b>2 COLUMN x 1"</b>	\$22.00	\$22.00	\$22.00

## MECHANICAL REQUIREMENTS

- |   |   |   |
|---|---|---|
| 1. Publication size—11 <sup>1</sup> / <sub>4</sub> " x 16"              | 5. Single column width—1 <sup>13</sup> / <sub>16</sub> " (11 picas)                           | 9. Five column width—10" (60 picas)                                   |
| 2. Type depth—15"   | 6. Two column width—3 <sup>7</sup> / <sub>8</sub> " (23 <sup>1</sup> / <sub>2</sub> picas)    | 10. Columns per page—5  |
| 3. Type width—10"   | 7. Three column width—5 <sup>1</sup> / <sub>16</sub> " (35 <sup>3</sup> / <sub>4</sub> picas) | 11. Gutter width—7 <sup>1</sup> / <sub>2</sub> picas                  |
| 4. Spacing between columns—3 <sup>1</sup> / <sub>16</sub> " (14 points) | 8. Four column width—8" (48 picas)  | 12. Two page spread—21 <sup>1</sup> / <sub>4</sub> " wide by 15" tall |

## PUBLICATION AND DEADLINE DATES

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