



THE
LEE Agri-MEDIA
ADVANTAGE

Proven Source • Trusted Friend

REACH FREQUENCY READERSHIP RESULTS

Reach over 396,160 rural households in 14 states with one order!



Lee Agri-Media Publications Reach the Readers You Want!

- 214,983 Corn Growers • 175,084 Soybean Producers**
- 115,412 Beef Producers • 56,256 Wheat Producers**
- 15,152 Hog Producers • 21,254 Dairy Producers**
- 5,389 Sunflower Producers • 3,840 Canola Producers**



By combining reach and readership with cost, you'll find that Lee Agri-Media Publications are by far the best investment when targeting farmers and ranchers in the Upper Midwest!



www.agriview.com

- Delivered in Wisconsin, northeastern Iowa, northern Illinois & northwestern Michigan

31,672

PO Box 8457 • Madison, WI 53708
608-250-4162 • Fax 608-250-4155



www.farmandranchguide.com

- Delivered in ND & western MN

34,495

PO Box 1977 • Bismarck, ND 58502
701-255-4905 • Fax 701-255-2312

Iowa Farmer Today

www.iowafarmertoday.com

- Delivered in Iowa & bordering counties of adjacent states

65,983

1065 Sierra Court NE, Suite B
Cedar Rapids, IA 52402
800-475-6655 • Fax 319-398-2696

Illinois Farmer Today

www.illinoisfarmertoday.com

- Delivered in Illinois & West part of Indiana

26,846

1065 Sierra Court NE, Suite B
Cedar Rapids, IA 52402
800-475-6655 • Fax 319-398-2696

Midwest MARKETER

www.midwestmarketer.com

- Delivered in IA, MO, IL, WI, MN, NE, SD

39,117

1065 Sierra Court NE, Suite B
Cedar Rapids, IA 52402
800-475-6655 • Fax 319-398-2696

Midwest Producer

www.midwestproducer.com

- Reaches the top producers in NE & KS

25,962

PO Box 239 • Tekamah, NE 68061
402-374-2226 • Fax 402-374-2739



www.midwestmessenger.com

INDIVIDUAL ZONES AVAILABLE:

- North Zone: northeastern Nebraska; west central Iowa
- South Zone: southeastern Nebraska
- West Zone: western Nebraska; SE Colorado; SE Wyoming
- Iowa Zone: SW Iowa

95,207

PO Box 239 • Tekamah, NE 68061
402-374-2226 • Fax 402-374-2739



www.minnesotafarmguide.com

- Delivered in central & southern MN & northern IA

26,638

PO Box 1977 • Bismarck, ND 58502
701-255-4905 • Fax 701-255-2312

Missouri Farmer Today

www.missourifarmertoday.com

- Delivered in Missouri

17,305

1065 Sierra Ct NE, Suite B • Cedar Rapids, IA 52402
800-475-6655 • Fax 319-398-2696



www.theprairiestar.com

- Delivered in Montana, Idaho & northern Wyoming

20,718

PO Box 3227 • Great Falls, MT 59401
406-727-7244 • Fax 406-727-0951



www.tristateneighbor.com

- Delivered in SD & parts of IA, MN & NE

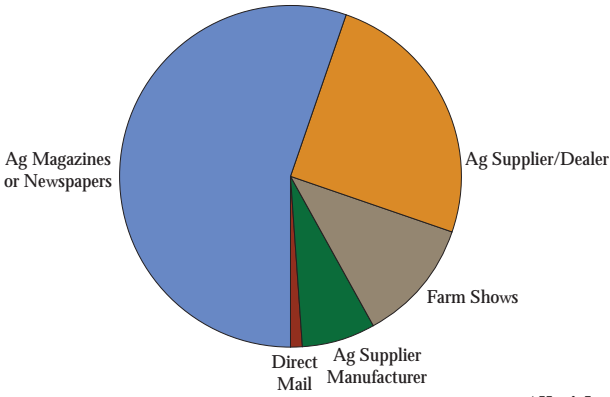
22,517

309 W 43rd St • Sioux Falls, SD 57105
605-335-7300 • Fax 605-335-8141

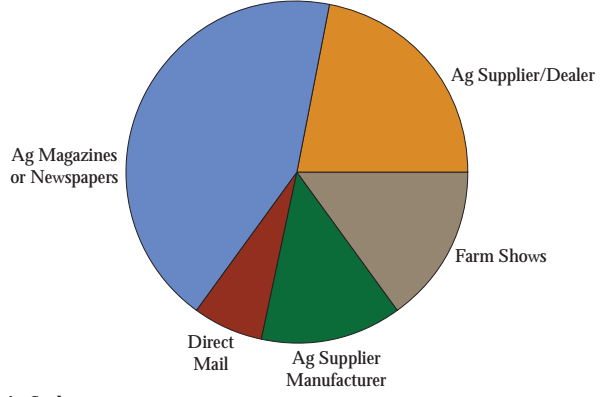
ADVANTAGE

Readers Rank Lee Agri-Media Publications at the Top!

Top Sources Farmers and Ranchers are Most Loyal To*



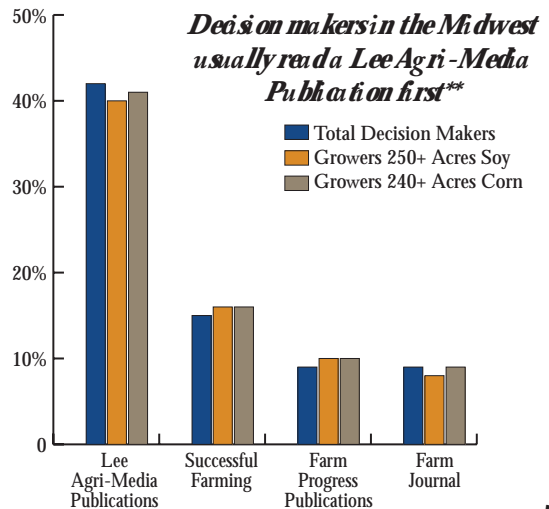
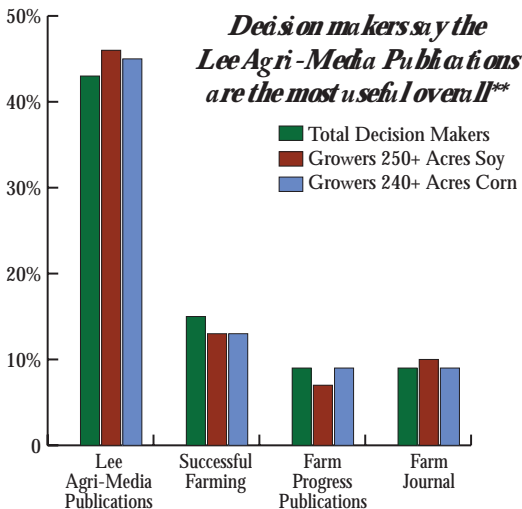
Top Media Sources to First Learn about New Agricultural Products*



* Harris Interactive Study

“Farm & Ranch Guide is first class all the way. We are very fortunate to have a magazine of such performance in our midst.”

**Flagstaff Farms
New England, North Dakota
Farm & Ranch Guide Reader**



Source: Belden Associates

Advertising Guidelines

Mechanical Dimensions Commercial

	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	Full Size Ad
Agri-View*	1.556"	3.223"	4.889"	6.556"	8.223"	9.889"	9.889" x 21.5"
Farm & Ranch Guide	2.33"	4.77"	7.22"	9.67"			9.67" x 10.5"
Illinois Farmer Today	1.875"	3.75"	5.75"	7.75"	9.75"		9.75" x 10"
Iowa Farmer Today	1.875"	3.75"	5.75"	7.75"	9.75"		9.75" x 10"
Midwest Marketer	1.875"	3.75"	5.75"	7.75"	9.75"		9.75" x 10"
Midwest Messenger	1.5"	3.14"	4.77"	6.4"	8"	9.67"	9.67" x 21"
Midwest Producer	2.33"	4.77"	7.22"	9.67"			9.67" x 10"
Minnesota Farm Guide	2.33"	4.77"	7.22"	9.67"			9.67" x 10.5"
Missouri Farmer Today	1.875"	3.75"	5.75"	7.75"	9.75"		9.75" x 10"
The Prairie Star	2.33"	4.77"	7.22"	9.67"			9.67" x 10.5"
Tri-State Neighbor	2.333"	4.875"	7.452"	10"			10" x 10.5"

* Note: Ads sold in 1/2" increments.

Mechanical Dimensions Classified

	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	7 col.	Full Size Ad
Agri-View*	1.357"	2.84x2.25" 2.84x4.75" 2.84x7.5" 2.84x10"	4.32x2.25" 4.32x4.75" 4.32x7.5" 4.32x10"	5.80x 4.75"	7.29x4.75"	8.77x4.75"	10.25x4.75"	
Farm & Ranch Guide	1.5"	3.14"	4.77"	6.4"	8"	9.67"		10.25" x 10"
Illinois Farmer Today	1.375"	2.75"	4.125"	5.625"	7"	8.375"	9.75"	9.67" x 10.5"
Iowa Farmer Today	1.375"	2.75"	4.125"	5.625"	7"	8.375"	9.75"	9.75" x 10"
Midwest Marketer	1.875"	3.75"	5.75"	7.75"	9.75"			9.75" x 10"
Midwest Messenger	1.5"	3.14"	4.77"	6.4"	8"	9.67"		9.75" x 10"
Midwest Producer	1.5"	3.14"	4.77"	6.4"	8"	9.67"		9.67" x 21"
Minnesota Farm Guide	1.5"	3.14"	4.77"	6.4"	8"	9.67"		9.67" x 10"
Missouri Farmer Today	1.375"	2.75"	4.125"	5.625"	7"	8.375"	9.75"	9.67" x 10.5"
The Prairie Star	1.5"	3.14"	4.77"	6.4"	8"	9.67"		9.75" x 10"
Tri-State Neighbor	1.5"	3.167"	4.875"	6.583"	8.292"	10"		9.67" x 10.5"

* Note: Agri-Mart ads sized 2 col. & larger sold in modular sizes only. 1 col. wide can be sold in 1/4" increments.

Publication

Agri-View
Farm & Ranch Guide
Illinois Farmer Today
Iowa Farmer Today
Midwest Marketer
Midwest Messenger
North Edition
South Edition
West Edition
Iowa Edition
Midwest Producer
Minnesota Farm Guide
Missouri Farmer Today
The Prairie Star
Tri-State Neighbor

Issue Date

Published every Thursday
Published every other Friday
Published every Saturday
Published every Saturday
Published every Saturday
Every other Saturday
Every other Saturday
Every other Friday
Every other Friday
Every other Friday
Published every other Friday
Published every Saturday
Published every other Friday
Published every other Friday

Deadline Date

Friday of the week prior to issue by Noon (CT)
Thursday of the week prior to issue by 5 p.m. (CT)
Wednesday of the week prior to issue by 10 a.m. (CT)
Wednesday of the week prior to issue by 10 a.m. (CT)
Friday of the week prior to issue by 10 a.m. (CT)
5 days prior to issue
5 days prior to issue
5 days prior to issue
5 days prior to issue
10 days prior to issue
Thursday of the week prior to issue by 5 p.m. (CT)
Wednesday of the week prior to issue by 10 a.m. (CT)
Thursday of the week prior to issue by 4 p.m. (CT)
Thursday of the week prior to issue

Full Page Ad Sizes

- Agri-View** — 9.89" x 21.5"
- Farm & Ranch Guide** — 9.67" x 10.5"
- Illinois Farmer Today**
- Iowa Farmer Today** — 9.75" x 10"
- Midwest Marketer** — 9.75" x 10"
- Midwest Messenger** — 9.67" x 21"
- Midwest Producer** — 9.67" x 10"
- Minnesota Farm Guide** — 9.67" x 10.5"
- Missouri Farmer Today** — 9.75" x 10"
- The Prairie Star** — 9.67" x 10.5"
- Tri-State Neighbor** — 10" x 10.5"

Printing Specifications

- Publications printed web offset process
- Preferred material: Electronic, PDF format
- CMYK, all fonts embedded. FTP site information available upon request.
- Preferred 100-line screen
- Colors available: 4 color process
- Black must be true black, not on all 4 plates
- No bleed available
- Binding method: Fold

Copy & Contract Regulations

- Publisher reserves the right to accept or reject advertisements. Advertising copy must be truthful and not contain misleading statements or exaggerated claims.
- Frequency rate agreements must be fulfilled within 12 months from the date of the first insertion. Advertisers failing to complete a frequency agreement will be charged at the rate earned and difference billed for past insertions under that agreement.
- Lee Agri-Media will exercise every effort, including proofreading, to prevent errors and omissions in any advertisement. In case of error or omission that affects the material value of the advertisement, Lee Agri-Media, if at fault, will be responsible only to the extent of re-running that portion of the ad in error, free of charge.

Additional Marketing Services Available upon request:

- Cover wraps • Inserts
- List Rentals • Direct Marketing

“The Prairie Star has been my best source for advertising in the state of Montana. I have found no better source for reaching the quality and number of folks in the agriculture world than The Prairie Star.”

**Jason Humberger
Morton Buildings, Belgrade, MT**

Editorial Calendar

JULY 2015

Agri-View
 Milking Center
 PDPW Dairy's Bottom Line
 Heifer Headlines

Issue Date
 Ad Deadline
 July 9 June 24
 July 16 July 1
 July 23 July 8

Farm & Ranch Guide
 ND State Fair

July 10 July 2

Illinois Farmer Today
 Precision Agriculture
 Cover Crops
 Locally Grown Food
 Small Scale Farming

July 4 June 25
 July 11 July 1
 July 18 July 8
 July 25 July 15

Iowa Farmer Today
 Precision Agriculture
 Cover Crops
 Locally Grown Food
 Small Scale Farming

July 4 June 25
 July 11 July 1
 July 18 July 8
 July 25 July 15

Midwest Producer
 Alternative Livestock
 Harvest

July 10 July 1
 July 24 July 15

Minnesota Farm Guide
 Farmfest

July 24 July 16

Missouri Farmer Today
 Small Towns
 Cover Crops
 Locally Grown Food
 Water Quality

July 4 June 22
 July 11 July 1
 July 18 July 8
 July 25 July 15

The Prairie Star
 Montana State Fair
 Wyoming State Fair

July 10 July 2
 July 24 July 16

Tri-State Neighbor
 Farmfest

July 24 July 10

Issue dates, deadlines & topics are subject to change

AUGUST 2015

Agri-View
 Energy Technologies
 WI Farm Technology Days
 Nutrient Management
 Dairy Sire Summary
 Harvest Connection I
 Harvest Connection II

Issue Date
 Ad Deadline
 Aug. 6 July 22
 Aug. 6 July 22
 Aug. 13 July 29
 Aug. 20 Aug. 12
 Aug. 20 Aug. 12
 Aug. 27 Aug. 19

Farm & Ranch Guide
 Big Iron
 Seed/Row Crop

Aug. 21 Aug. 13
 Aug. 21 Aug. 13

Illinois Farmer Today
 Precision Ag
 State Fair/Genetic Selection
 Harvest Preparation
 New Machinery

Aug. 1 July 22
 Aug. 8 July 29
 Aug. 15 Aug. 5
 Aug. 29 Aug. 19

Iowa Farmer Today
 Precision Ag
 State Fair/Genetic Selection
 Harvest Preparation
 New Machinery

Aug. 1 July 22
 Aug. 8 July 29
 Aug. 15 Aug. 5
 Aug. 29 Aug. 19

Midwest Producer
 Irrigation
 Farm Safety & Health
 AGCO

Aug. 7 July 29
 Aug. 21 Aug. 12
 Aug. 21 Aug. 12

Minnesota Farm Guide
 MN State Fair
 Big Iron

Aug. 7 July 30
 Aug. 21 Aug. 13

Missouri Farmer Today
 Precision Ag
 Missouri State Fair
 Harvest Preparation
 Renting Land
 New Machinery

Aug. 1 July 22
 Aug. 8 July 27
 Aug. 15 Aug. 5
 Aug. 22 Aug. 12
 Aug. 29 Aug. 19

The Prairie Star
 Fall Seed
 Sheep
 Career Paths

Aug. 7 July 30
 Aug. 7 July 30
 Aug. 21 Aug. 13

Tri-State Neighbor
 Dakotafest
 SD State Fair
 Clay County Fair
 Big Iron

Aug. 7 July 24
 Aug. 21 Aug. 7
 Aug. 21 Aug. 7
 Aug. 21 Aug. 7

SEPTEMBER 2015

Agri-View
 PDPW Dairy's Bottom Line
 WI Beef
 World Dairy Expo

Issue Date
 Ad Deadline
 Sept. 10 Aug. 26
 Sept. 17 Sept. 2
 Sept. 24 Sept. 9

Farm & Ranch Guide
 Career Paths
 John Deere
 Challenger/Lexion/CAT

Sept. 4 Aug. 27
 Sept. 4 Aug. 27
 Sept. 18 Sept. 10

Illinois Farmer Today
 New Crop Traits
 Farm Safety/Health
 Recreation & Travel
 Urban Sprawl

Sept. 5 Aug. 26
 Sept. 12 Sept. 2
 Sept. 19 Sept. 9
 Sept. 26 Sept. 16

Iowa Farmer Today
 New Crop Traits
 Farm Safety/Health
 Recreation & Travel
 Urban Sprawl

Sept. 5 Aug. 26
 Sept. 12 Sept. 2
 Sept. 19 Sept. 9
 Sept. 26 Sept. 16

Midwest Producer
 Harvest
 Husker Harvest Days
 Alternative Crops
 John Deere

Sept. 4 Aug. 26
 Sept. 4 Aug. 26
 Sept. 18 Sept. 9
 Sept. 18 Sept. 9

Minnesota Farm Guide
 Career Paths
 John Deere
 Challenger/Lexion/CAT

Sept. 4 Aug. 27
 Sept. 4 Aug. 27
 Sept. 18 Sept. 12

Missouri Farmer Today
 New Crop Traits
 Farm Safety/Health
 Recreation & Travel
 Urban Sprawl

Sept. 5 Aug. 26
 Sept. 12 Sept. 2
 Sept. 19 Sept. 9
 Sept. 26 Sept. 16

The Prairie Star
 John Deere
 Kubota
 N.I.L.E. Stock Show

Sept. 4 Aug. 27
 Sept. 18 Sept. 10
 Sept. 18 Sept. 10

Tri-State Neighbor
 Deere & Co.
 Crop Management
 Caterpillar

Sept. 4 Aug. 21
 Sept. 4 Aug. 21
 Sept. 18 Sept. 4

DESIGN LAYOUT

OCTOBER 2015

	Issue Date	Ad Deadline
Agri-View		
Expo Daily Edition	Daily Sept. 29-Oct. 3	Sept. 9
Calf Care	Oct. 15	Sept. 30
Dairy Herd Health	Oct. 29	Oct. 14
Farm & Ranch Guide		
AGCO	Oct. 30	Oct. 22
Veterans in Ag	Oct. 30	Oct. 22
Heartland Ag Showcase Show Edition	Oct. 30	Oct. 22
Illinois Farmer Today		
Pork Month/Building Maint.	Oct. 3	Sept. 23
Ag Education	Oct. 10	Sept. 30
Harvest Survey	Oct. 17	Oct. 7
Profitability Outlook	Oct. 24	Oct. 14
Genetically Modified Organisms	Oct. 31	Oct. 21
Iowa Farmer Today		
Pork Month/Building Maint.	Oct. 3	Sept. 23
Ag Education	Oct. 10	Sept. 30
Harvest Survey	Oct. 17	Oct. 7
Profitability Outlook	Oct. 24	Oct. 14
Genetically Modified Organisms	Oct. 31	Oct. 21
Midwest Producer		
Swine	Oct. 2	Sept. 23
3i Show	Oct. 2	Sept. 23
Financial	Oct. 16	Oct. 7
Livestock	Oct. 30	Oct. 21
Wichita Farm & Ranch Show	Oct. 30	Oct. 21
Minnesota Farm Guide		
Pork Month	Oct. 2	Sept. 24
AGCO	Oct. 30	Oct. 22
Veterans in Ag	Oct. 30	Oct. 22
Missouri Farmer Today		
Pork Month/Building Maint.	Oct. 3	Sept. 23
Ag Education	Oct. 10	Sept. 30
Harvest Survey	Oct. 17	Oct. 7
Profitability Outlook	Oct. 24	Oct. 14
Genetically Modified Organisms	Oct. 31	Oct. 21
The Prairie Star		
National Co-op Month	Oct. 2	Sept. 24
AGCO	Oct. 30	Oct. 22
Tri-State Neighbor		
Dairy	Oct. 2	Sept. 18
Pork Month	Oct. 2	Sept. 18
Education	Oct. 16	Oct. 2
New Machinery	Oct. 30	Oct. 16

NOVEMBER 2015

	Issue Date	Ad Deadline
Agri-View		
PDPW Dairy's Bottom Line	Nov. 5	Oct. 21
Farm Construction	Nov. 12	Oct. 28
Farm & Ranch Guide		
NDAA Northern Ag Expo	Nov. 13	Nov. 5
F.I.R.S.T. Corn Report	***	**
Veterans in Ag	Nov. 27	Nov. 19
Illinois Farmer Today		
Animal Care	Nov. 7	Oct. 28
Niche Marketing	Nov. 14	Nov. 4
FIRST Corn Yield Test Results	Nov. 21	Nov. 11
FIRST Soybean Yield Test Results	Nov. 28	Nov. 18
Iowa Farmer Today		
Animal Care	Nov. 7	Oct. 28
Niche Marketing	Nov. 14	Nov. 4
FIRST Corn Yield Test Results	Nov. 21	Nov. 11
FIRST Soybean Yield Test Results	Nov. 28	Nov. 18
Midwest Producer		
Seed	Nov. 13	Nov. 4
Gateway Farm & Ranch Expo	Nov. 13	Nov. 4
McCook Farm & Ranch Expo	Nov. 13	Nov. 4
Education	Nov. 27	Nov. 18
Nebraska Power Farming Show	Nov. 27	Nov. 18
Minnesota Farm Guide		
Veterans in Ag	Nov. 27	Nov. 19
F.I.R.S.T. Soybean & Corn Reports	***	**
Missouri Farmer Today		
Animal Care	Nov. 7	Oct. 28
Niche Marketing	Nov. 14	Nov. 4
FIRST Corn Yield Test Results	Nov. 21	Nov. 11
FIRST Soybean Yield Test Results	Nov. 28	Nov. 18
The Prairie Star		
Holiday Edition #1	Nov. 13	Nov. 5
Tri-State Neighbor		
SD Cattlemen's Convention	Nov. 13	Oct. 30
Ag Outlook	Nov. 27	Nov. 13

DECEMBER 2015

	Issue Date	Ad Deadline
Agri-View		
Seed Trail Results	Dec. 3*	Nov. 18
Milking Center	Dec. 10	Nov. 25
Dairy Sire Summary	Dec. 10	Nov. 25
Farm & Ranch Guide		
ND Certified Seed Guide	Dec. 11	**
Livestock Guide	Dec. 25	**
No-Till	Dec. 25	Dec. 17
Illinois Farmer Today		
ICIA Corn Yield Test Results	Dec. 5	Nov. 25
ICIA Soybean Yield Test Results	Dec. 12	Dec. 2
Lessons Learned	Dec. 19	Dec. 9
Year in Review	Dec. 26	Dec. 16
Iowa Farmer Today		
ICIA Corn Yield Test Results	Dec. 5	Nov. 25
ICIA Soybean Yield Test Results	Dec. 5	Nov. 25
Lessons Learned	Dec. 19	Dec. 9
Year in Review	Dec. 26	Dec. 16
Midwest Producer		
Big Boy Toys	Dec. 11	Dec. 2
Outlook 2015	Dec. 25	Dec. 16
Topeka Farm Show	Dec. 25	Dec. 16
Livestock Guide	Dec. 25	**
Minnesota Farm Guide		
No-Till	Dec. 25	Dec. 17
MN Certified Seed Guide	Dec. 25	**
Missouri Farmer Today		
Corn Yield Test Results	Dec. 5	Nov. 25
Soybean Yield Test Results	Dec. 5	Nov. 25
Lessons Learned	Dec. 19	Dec. 9
Year in Review	Dec. 26	Dec. 16
The Prairie Star		
Holiday Edition #2	Dec. 11	Dec. 3
PRCA Rodeo	Dec. 25	Dec. 17
Livestock Guide	Dec. 25	**
Tri-State Neighbor		
Seed Guide	Dec. 11	Nov. 23
Livestock Guide	Dec. 24	Nov. 26
Dakota Farm Show	Dec. 24	Dec. 11

* Dependent upon complete results from UW Seed Trials

** These publications have special deadlines, Talk with your sales representative

*** Dependent upon harvest

TRADE SHOWS

NICHE PUBLICATIONS



“Our wide range of media offerings enhances your ability to target specific demographics that drive your bottom line.”

Editorial Calendar

JANUARY 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
KMOT-TV Ag Expo	Jan. 8	Dec. 31
KFYR Agri-International	Jan. 22	Jan. 14
Farm Financial	Jan. 22	Jan. 14
Illinois Farmer Today		
Legislative Preview	Jan. 2	Dec. 23
Iowa Caucuses	Jan. 9	Dec. 30
SCN Yield Tests	Jan. 16	Jan. 6
Iowa Pork Congress	Jan. 23	Jan. 13
Iowa Power Farming Show	Jan. 30	Jan. 20
Iowa Farmer Today		
Legislative Preview	Jan. 2	Dec. 23
Iowa Caucuses	Jan. 9	Dec. 30
SCN Yield Tests	Jan. 16	Jan. 6
Iowa Pork Congress	Jan. 23	Jan. 13
Iowa Power Farming Show	Jan. 30	Jan. 20
Midwest Producer		
Irrigation	Jan. 8	Dec. 30
Trade	Jan. 22	Jan. 13
Minnesota Farm Guide		
Farm Financial	Jan. 22	Jan. 14
Row Crop	Jan. 22	Jan. 14
Missouri Farmer Today		
Legislative Preview	Jan. 2	Dec. 23
Iowa Caucuses	Jan. 9	Dec. 30
SCN Yield Tests	Jan. 16	Jan. 6
Iowa Pork Congress	Jan. 23	Jan. 13
Iowa Power Farming Show	Jan. 30	Jan. 20
The Prairie Star		
MAGIE	Jan. 8	Dec. 31
Montana Winter Fair	Jan. 8	Dec. 31
MAA Convention	Jan. 8	Dec. 31
Farm Financial	Jan. 22	Jan. 14
Tri-State Neighbor		
SD Pork Congress	Jan. 9	Dec. 26
Sioux Empire Farm Show	Jan. 22	Jan. 8
Watertown Farm Show	Jan. 22	Jan. 8

FEBRUARY 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
International Crop Expo	Feb. 5	Jan. 28
Planting / Tillage	Feb. 5	Jan. 28
ND Winter Show	Feb. 19	Feb. 11
Spraying & Chemical	Feb. 19	Feb. 11
Illinois Farmer Today		
Iowa Beef Expo	Feb. 6	Jan. 27
Risk Management- Crop Ins.	Feb. 13	Feb. 3
Risk Management- Comm. Mark.	Feb. 20	Feb. 10
FFA	Feb. 27	Feb. 17
Iowa Farmer Today		
Iowa Beef Expo	Feb. 6	Jan. 27
Risk Management- Crop Ins.	Feb. 13	Feb. 3
Risk Management- Comm. Mark.	Feb. 20	Feb. 10
FFA	Feb. 27	Feb. 17
Midwest Producer		
Planting	Feb. 5	Jan. 27
Western Farm Show	Feb. 19	Feb. 10
Crop Protection	Feb. 19	Feb. 10
Minnesota Farm Guide		
Central Minnesota Farm Show	Feb. 5	Jan. 28
Planting / Tillage	Feb. 5	Jan. 28
Spraying & Chemical	Feb. 19	Feb. 11
Missouri Farmer Today		
Iowa Beef Expo	Feb. 6	Jan. 27
Risk Management- Crop Ins.	Feb. 13	Feb. 3
Risk Management- Comm. Mark.	Feb. 20	Feb. 10
FFA	Feb. 27	Feb. 17
The Prairie Star		
MATE	Feb. 5	Jan. 28
Seed/Planting/Tillage	Feb. 5	Jan. 28
Irrigation	Feb. 19	Feb. 11
Spraying & Chemical	Feb. 19	Feb. 11
Tri-State Neighbor		
Tillage/Planting	Feb. 5	Jan. 22
Chemical/Pesticide Guide	Feb. 19	Feb. 5
Home Improvement	Feb. 19	Feb. 5

MARCH 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
Farm Building	Mar. 4	Feb. 25
Int'l Sugarbeet Institute Show	Mar. 4	Feb. 25
Career Paths	Mar. 18	Mar. 10
Illinois Farmer Today		
Planting Preparation	Mar. 5	Feb. 24
Pests & Disease	Mar. 12	Mar. 2
Ag Day	Mar. 19	Mar. 9
Land Values	Mar. 26	Mar. 16
Iowa Farmer Today		
Planting Preparation	Mar. 5	Feb. 24
Pests & Disease	Mar. 12	Mar. 2
Ag Day	Mar. 19	Mar. 9
Land Values	Mar. 26	Mar. 16
Midwest Producer		
Triumph of Ag Expo	Mar. 4	Feb. 24
Spraying	Mar. 4	Feb. 24
Construction	Mar. 18	Mar. 9
Mid America Farm Expo	Mar. 18	Mar. 9
Minnesota Farm Guide		
North American Farm & Power Show	Mar. 4	Feb. 24
Farm Building	Mar. 4	Feb. 24
Career Paths	Mar. 18	Mar. 10
Missouri Farmer Today		
Planting Preparation	Mar. 5	Feb. 24
Pests & Disease	Mar. 12	Mar. 2
Ag Day	Mar. 19	Mar. 9
Land Values	Mar. 26	Mar. 16
The Prairie Star		
Sugarbeet	Mar. 4	Feb. 25
Farm Building	Mar. 4	Feb. 25
ATV	Mar. 18	Mar. 10
Career Paths	Mar. 18	Mar. 10
Tri-State Neighbor		
Spring Farm Building	Mar. 4	Feb. 18
Dairy Expo	Mar. 4	Feb. 18
Hay/Forage	Mar. 18	Mar. 4

TRUSTED FRIEND

"I am a corn and soybean farmer in southern Minnesota. It is a rainy day so that allows me to give some long overdue credit to the people that publish an outstanding farm newspaper - Minnesota Farm Guide. Your publication is the most read and comprehensive farm publication that I receive. It has the right mix of advertising, production enhancing articles and just general needed to know and/or interesting articles that pertain to living and working on a farm. Some of the fancy farm publications that I receive are what I call for hobby farmers or "urbanites." I am also retired military and like our fighter squadron inspections were graded, Minnesota Farm Guide receives the grade of "Best Seen To Date." Keep up the good work.

Ray Rauenhorst
Easton, Minnesota
Minnesota Farm Guide Reader

Editorial Calendar

APRIL 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
Hay & Forage	April 1	Mar. 24
New Holland	April 29	April 21
Beef Month	April 29	April 21
Illinois Farmer Today		
Weather Outlook	April 2	Mar. 23
Planting Intentions	April 9	March 30
Boomers in Agriculture	April 16	April 6
International Agriculture	April 23	April 13
Watersheds	April 30	April 20
Iowa Farmer Today		
Weather Outlook	April 2	Mar. 23
Planting Intentions	April 9	March 30
Boomers in Agriculture	April 16	April 6
International Agriculture	April 23	April 13
Watersheds	April 30	April 20
Midwest Producer		
Bio-Energy	April 1	Mar. 23
Great Bend Expo	April 1	Mar. 23
Bonanza	April 1	Mar. 23
Hay & Forage	April 15	April 6
New Holland	April 15	April 6
Beef	April 29	April 20
Minnesota Farm Guide		
Hay & Forage	April 1	Mar. 24
New Holland	April 29	April 21
Beef Month	April 29	April 21
Dairy Month	April 29	April 21
Missouri Farmer Today		
Weather Outlook	April 2	Mar. 23
Planting Intentions	April 9	March 30
Boomers in Agriculture	April 16	April 6
International Agriculture	April 23	April 13
Watersheds	April 30	April 20
The Prairie Star		
Hay & Forage	April 1	Mar. 24
Beef Month	April 29	April 21
Tri-State Neighbor		
Lawn & Garden	April 1	Mar. 18
Spray Equipment	April 1	Mar. 18
Beef Month	April 29	April 15

MAY 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
Dairy Month	May 27	May 19
Illinois Farmer Today		
Beef Month	May 7	April 27
Planting Survey	May 14	May 4
Building & Remodeling	May 21	May 11
World Pork Preview	May 28	May 18
Iowa Farmer Today		
Beef Month	May 7	April 27
Planting Survey	May 14	May 4
Building & Remodeling	May 21	May 11
World Pork Preview	May 28	May 18
Midwest Producer		
Wheat	May 13	May 4
Dairy	May 27	May 18
Case IH	May 27	May 18
Cattlemen's Ball	May 27	May 18
Sandhills Ranch Expo	May 27	May 18
Minnesota Farm Guide		
No Features		
Missouri Farmer Today		
Beef Month	May 7	April 27
Planting Survey	May 14	May 4
Building & Remodeling	May 21	May 11
World Pork Preview	May 28	May 18
The Prairie Star		
No Features		
Tri-State Neighbor		
World Pork Expo	May 27	May 13
Dairy Month	May 27	May 13
Case IH- New Holland	May 27	May 13

JUNE 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
Case IH	June 10	June 2
Farm Building/Grain Handling	June 24	June 16
Country Woman of the Year	June 24	June 16
Illinois Farmer Today		
Dairy Month	June 4	May 25
Hay Production	June 11	June 1
Biofuels	June 18	June 8
Technology	June 25	June 15
Iowa Farmer Today		
Dairy Month	June 4	May 25
Hay Production	June 11	June 1
Biofuels	June 18	June 8
Technology	June 25	June 15
Midwest Producer		
Youth	June 10	June 1
Summer/Fall Livestock Guide	June 10	June 1
Grain Handling	June 24	June 15
Minnesota Farm Guide		
Case IH	June 10	June 2
Grain Handling	June 24	June 16
Missouri Farmer Today		
Dairy Month	June 4	May 25
Hay Production	June 11	June 1
Biofuels	June 18	June 8
Technology	June 25	June 15
The Prairie Star		
Case IH	June 10	June 2
Tri-State Neighbor		
Fall Farm Building	June 24	June 10

“The Midwest Messenger is the ‘go to’ paper for people in the cattle business. We advertise our annual bull sales with them with good results. Their staff are professional yet personable.”

**Randy Lemke
Lemke Cattle
Lawrence, Nebraska**

Editorial Calendar

JULY 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
ND State Fair	July 8	June 30
Illinois Farmer Today		
Patriots & Agriculture	July 2	June 22
Cover Crops	July 9	June 29
Locally Grown	July 16	July 6
Genetically Modified Organisms	July 23	July 13
Consumer Connections	July 30	July 20
Iowa Farmer Today		
Patriots & Agriculture	July 2	June 22
Cover Crops	July 9	June 29
Locally Grown	July 16	July 6
Genetically Modified Organisms	July 23	July 13
Consumer Connections	July 30	July 20
Midwest Producer		
Youth, Summer/Fall Livestock Guide	July 8	June 29
Grain Handling	July 22	July 13
Minnesota Farm Guide		
Farmfest	July 22	July 14
Missouri Farmer Today		
Patriots & Agriculture	July 2	June 22
Cover Crops	July 9	June 29
Locally Grown	July 16	July 6
Genetically Modified Organisms	July 23	July 13
Consumer Connections	July 30	July 20
The Prairie Star		
Montana State Fair	July 8	June 30
Wyoming State Fair	July 22	July 14
Tri-State Neighbor		
Farmfest	July 22	July 8

AUGUST 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
Big Iron	Aug. 19	Aug. 11
Seed/Row Crop	Aug. 19	Aug. 11
Illinois Farmer Today		
Iowa State Fair	Aug. 6	July 27
Harvest Preparation	Aug. 13	Aug. 3
Precision Agriculture	Aug. 20	Aug. 10
New Machinery	Aug. 27	Aug. 17
Iowa Farmer Today		
Iowa State Fair	Aug. 6	July 27
Harvest Preparation	Aug. 13	Aug. 3
Precision Agriculture	Aug. 20	Aug. 10
New Machinery	Aug. 27	Aug. 17
Midwest Producer		
Irrigation	Aug. 5	July 27
Farm Safety & Health	Aug. 19	Aug. 10
AGCO	Aug. 19	Aug. 10
Minnesota Farm Guide		
MN State Fair	Aug. 5	July 28
Big Iron	Aug. 19	Aug. 11
Missouri Farmer Today		
Iowa State Fair	Aug. 6	July 27
Harvest Preparation	Aug. 13	Aug. 3
Precision Agriculture	Aug. 20	Aug. 10
New Machinery	Aug. 27	Aug. 17
The Prairie Star		
Fall Seed	Aug. 5	July 28
Sheep	Aug. 5	July 28
Career Paths	Aug. 19	Aug. 11
Tri-State Neighbor		
<i>For 2016 editorial calendar please contact the Tri-State Neighbor.</i>		

SEPTEMBER 2016

	Issue Date	Ad Deadline
Agri-View		
<i>For 2016 editorial calendar please contact bmurphy@madison.com.</i>		
Farm & Ranch Guide		
Career Paths	Sept. 2	Aug. 25
John Deere	Sept. 2	Aug. 25
Challenger/Lexoin/CAT	Sept. 16	Sept. 9
Veterans in Ag	Sept. 30	Sept. 22
Illinois Farmer Today		
New Crop Traits	Sept. 3	Aug. 24
Farm Safety	Sept. 10	Aug. 30
Rural Economy	Sept. 17	Sept. 7
Agritourism	Sept. 24	Sept. 14
Iowa Farmer Today		
New Crop Traits	Sept. 3	Aug. 24
Farm Safety	Sept. 10	Aug. 30
Rural Economy	Sept. 17	Sept. 7
Agritourism	Sept. 24	Sept. 14
Midwest Producer		
Harvest, Husker Harvest Days	Sept. 2	Aug. 24
Alternative Crops, John Deere	Sept. 16	Sept. 7
Swine, 3i Show	Sept. 30	Sept. 21
Minnesota Farm Guide		
Career Paths	Sept. 2	Aug. 25
John Deere	Sept. 2	Aug. 25
Challenger/Lexoin/CAT	Sept. 16	Sept. 8
Pork Month Feature	Sept. 30	Sept. 22
Veterans in Ag	Sept. 30	Sept. 22
Missouri Farmer Today		
New Crop Traits	Sept. 3	Aug. 24
Farm Safety	Sept. 10	Aug. 30
Rural Economy	Sept. 17	Sept. 7
Agritourism	Sept. 24	Sept. 14
The Prairie Star		
John Deere	Sept. 2	Aug. 25
Kubota	Sept. 16	Sept. 8
N.I.L.E. Stock Show	Sept. 16	Sept. 8
National Co-Op Month	Sept. 30	Sept. 22
Tri-State Neighbor		
<i>For 2016 editorial calendar please contact the Tri-State Neighbor.</i>		

Editorial Calendar

OCTOBER 2016

Issue Ad
Date Deadline

Agri-View

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Farm & Ranch Guide

AGCO Oct. 28 Oct. 20
Veterans in Ag Oct. 28 Oct. 20
Heartland Ag Showcase
Show Edition Oct. 28 Oct. 20

Illinois Farmer Today

Pork Month Oct. 1 Sept. 21
Ag Education Oct. 8 Sept. 28
Harvest survey Oct. 15 Oct. 5
Animal Disease Surveillance Oct. 22 Oct. 12
Election Preview Oct. 29 Oct. 19

Iowa Farmer Today

Pork Month Oct. 1 Sept. 21
Ag Education Oct. 8 Sept. 28
Harvest survey Oct. 15 Oct. 5
Animal Disease Surveillance Oct. 22 Oct. 12
Election Preview Oct. 29 Oct. 19

Midwest Producer

Financial Oct. 14 Oct. 5
Livestock Oct. 28 Oct. 19
Wichita Farm & Ranch Show Oct. 28 Oct. 19

Minnesota Farm Guide

AGCO Oct. 28 Oct. 20
Veterans in Ag Oct. 28 Oct. 20

Missouri Farmer Today

Pork Month Oct. 1 Sept. 21
Ag Education Oct. 8 Sept. 28
Harvest survey Oct. 15 Oct. 5
Animal Disease Surveillance Oct. 22 Oct. 12
Election Preview Oct. 29 Oct. 19

The Prairie Star

AGCO Oct. 28 Oct. 20

Tri-State Neighbor

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Tri-State Neighbor.

NOVEMBER 2016

Issue Ad
Date Deadline

Agri-View

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Farm & Ranch Guide

NDAA Northern Ag Expo Nov. 11 Nov. 3
Veterans in Ag Nov. 25 Nov. 17
F.I.R.S.T. Corn Report Nov. 25 Nov. 17

Illinois Farmer Today

Trnsportation Infrastructure Nov. 5 Oct. 26
Farm Security Nov. 12 Nov. 2
F.I.R.S.T. Corn Results Nov. 19 Nov. 9
F.I.R.S.T. Soybean Results Nov. 26 Nov. 16

Iowa Farmer Today

Trnsportation Infrastructure Nov. 5 Oct. 26
Farm Security Nov. 12 Nov. 2
F.I.R.S.T. Corn Results Nov. 19 Nov. 9
F.I.R.S.T. Soybean Results Nov. 26 Nov. 16

Midwest Producer

Seed Nov. 11 Nov. 2
Gateway Farm & Ranch Expo Nov. 11 Nov. 2
McCook Farm & Ranch Expo Nov. 11 Nov. 2
Education Nov. 25 Nov. 16
Neb. Power Farming Show Nov. 25 Nov. 16

Minnesota Farm Guide

F.I.R.S.T. Soybean & Corn Reports *** **
Veterans in Ag Nov. 25 Nov. 17

Missouri Farmer Today

Trnsportation Infrastructure Nov. 5 Oct. 26
Farm Security Nov. 12 Nov. 2
F.I.R.S.T. Corn Results Nov. 19 Nov. 9
F.I.R.S.T. Soybean Results Nov. 26 Nov. 16

The Prairie Star

Holiday Edition #1 Nov. 11 Nov. 3

Tri-State Neighbor

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Tri-State Neighbor.

DECEMBER 2016

Issue Ad
Date Deadline

Agri-View

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Farm & Ranch Guide

ND Certified Seed Guide Dec. 9 Dec. 1
2016 Livestock Guide Dec. 23 Dec. 15
No-Till Dec. 23 Dec. 15

Illinois Farmer Today

Iowa Crop Improvement Association
Corn Results Dec. 3 Nov. 23
Iowa Crop Improvement Association
Soybean Results Dec. 10 Nov. 30
Land Values Dec. 17 Dec. 7
Farm Financial Outlook Dec. 24 Dec. 14
Year in Review Dec. 31 Dec. 21

Iowa Farmer Today

Iowa Crop Improvement Association
Corn Results Dec. 3 Nov. 23
Iowa Crop Improvement Association
Soybean Results Dec. 10 Nov. 30
Land Values Dec. 17 Dec. 7
Farm Financial Outlook Dec. 24 Dec. 14
Year in Review Dec. 31 Dec. 21

Midwest Producer

Big Boy Toys 2017 Dec. 9 Nov. 30
Outlook 2017 Dec. 23 Dec. 14
Topeka Farm Show Dec. 23 Dec. 14

Minnesota Farm Guide

MN Certified Seed Guide Dec. 23 Dec. 15
No-Till Dec. 23 Dec. 15

Missouri Farmer Today

Iowa Crop Improvement Association
Corn Results Dec. 3 Nov. 23
Iowa Crop Improvement Association
Soybean Results Dec. 10 Nov. 30
Land Values Dec. 17 Dec. 7
Farm Financial Outlook Dec. 24 Dec. 14
Year in Review Dec. 31 Dec. 21

The Prairie Star

Holiday Edition #2 Dec. 9 Dec. 1
PRCA Rodeo Dec. 23 Dec. 15
Livestock Guide Dec. 23 **

Tri-State Neighbor

For 2016 editorial calendar please contact
Tri-State Neighbor.

“Enjoy your newspaper. I have done business with several companies because of ads I read in it! Just bought a new Versatile tractor from Judson Implement in Lake Crystal after seeing his ad! Thanks!”

**Steve Madden
Armstrong, Iowa
Iowa Farmer Today Reader**

Online Offerings

Leaderboard - 728x90

Leaders appear both top and bottom of page, preference will be given to local ads in the upper position

Ear - 220x90

Smaller ad in upper right hand corner of the page, loads early and easy to see. Larger than a tile, smaller than a standard banner.

Weather Sponsor - 88x31

Small but meaningful static position next to weather in the top navigation. Good for branding, not for promos. Sites with 50K + pageviews can have multiples rotating.

Square - 300x250

This popular ad format appears in the right rail, ads will appear in either or both of two positions above and below the fold. This position can accommodate expanding ads that open to the left only.

Pencil - 960x30

Ad expands to 960x240. Premium placement, runs by date, not impressions. Excellent for events, announcements

PAW BG - 1600x800

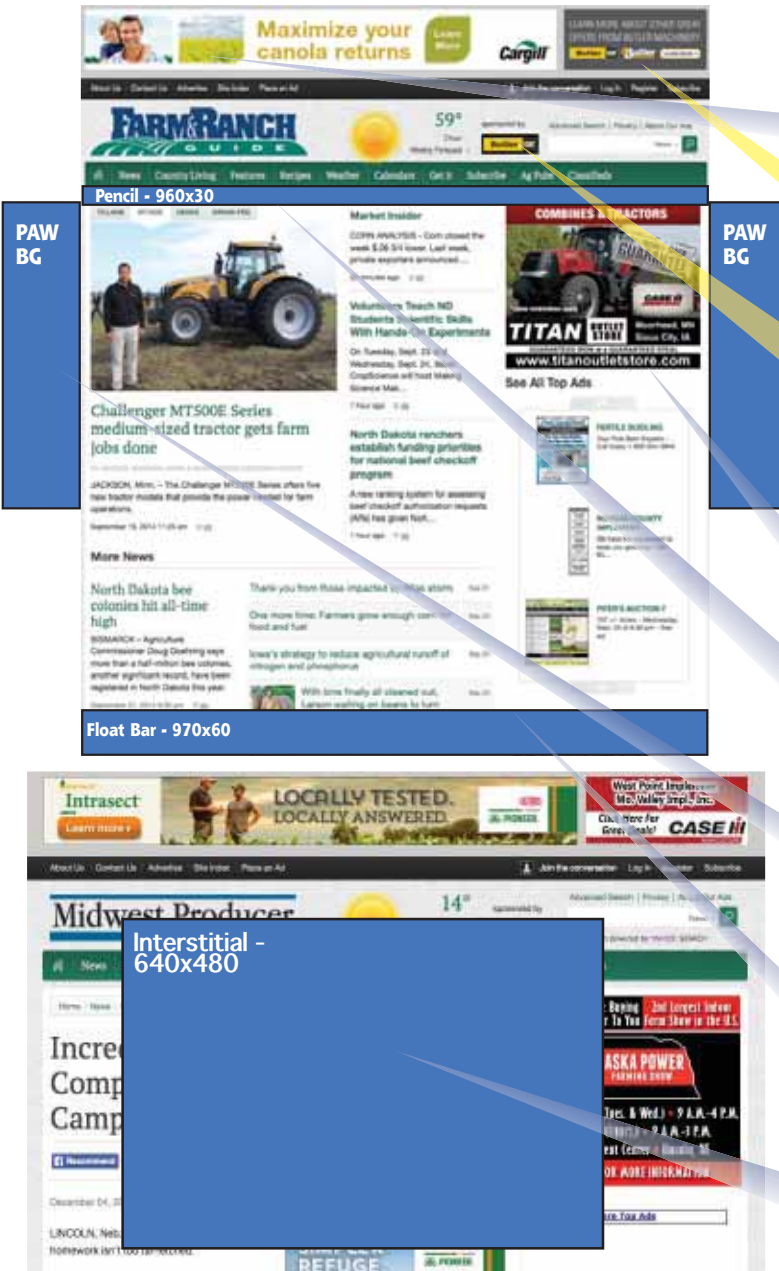
Pencil ad combined with wing ads on either side of the home page for a major impact, runs by date, not impressions. Cannot be sold if the Pencil ad alone is already booked.

Float Bar - 970x60

The float bar appears anchored to the bottom of the browser window, floating over the site content.

Interstitial - 640x480

Page takeover, viewer will encounter it on their first click after the landing page they entered the site on. The ad must be interacted with or closed by the viewer before they can access the content. Maximum impact ad! (Asset Pages Only)



New! Mobile Site



New! Email Sponsorship



Mobile Banner - 320x50

Small banner that fills most mobile screens at standard resolution. Should link to a mobile-friendly site or use click-to-call action. High click through rates on a fast growing platform.

Email Sponsor - 300x250 (Email)

Available in Weekly newsletters, these exclusive ads appear in the right rail of the email. Static ads only.



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