

MECHANICAL SPECIFICATIONS

Saddle stitched standard size magazine, printed web offset on coated enamel paperstock. Color ads are produced CMYK (4/Color) unless a matched PMS color is specified.

Trimmed page size: 7 7/8" x 10 3/4"

Width of type page: 7" (42 picas)

Depth of type page: 10" (60 picas)

Bleed page size: 8 1/8" x 11" • Bleed spread size: 16" x 11"

Bleed requirements: full pages and spreads only, keep live matter at least 1/2" (3 picas) inside of bleed dimensions for trimming safety.

Furnished ad materials held for only 12 months, unless otherwise specified.

Materials accepted: Digital files furnished on CD, Zip or other media. Submit ads in a PDF-x1a format created with version 6.0 Adobe Acrobat/Distiller, or Native application file such as Quark, Illustrator, etc. in either Mac or PC formats. Include all high resolution CMYK images or Grayscale @ 300 dpi resolution. No RGB or JPEG images permitted. Embed all fonts. DO NOT subset or allow substitution of fonts when converting PDF file. No TrueType or fonts other than genuine Adobe type fonts. Right-reading, Portrait Mode, 100% Size, No Rotations. No crop marks, color bars, register marks, etc. inside the live area of any file. **NOTE: Advertisers must provide a press quality color digital proof made from the provided file, produced on a SWOP Certified digital proofing system to insure accurate reproduction of the ad.** Digital conversion services from provided negative film and proof can be provided at cost.

Inserts: Contact *Peanut Grower* at (800) 888-9784 regarding specifications for furnished advertising inserts. Preferred paper weight for inserts is 80# text. Ship all furnished inserts directly to R.R. Donnelley & Sons, 121 Matthews Drive, Senatobia, Mississippi 38668. Include advertiser identification, publication, provided quantity and date of insertion on shipping label.

CONTRACTS

Insertion orders and ad materials should be sent to: *Peanut Grower* Production Manager, 5118 Park Ave., Suite 111, Memphis, TN 38117.

Advertising agencies receive 15% commission on gross billing for space, color and position. Advertiser is responsible and liable for payment of advertising placed by their agency. Advertisers will be short-rated if frequency commitment is not met within a 12-month period from first insertion..

GENERAL POLICIES

Publisher reserves the right to reject any advertisement which is not within the publication's standards. Advertising which resembles editorial content will be labeled "advertisement".

Advertiser and agency assume liability for all content of printed advertisements, and assume responsibility for any claims made against the publisher arising from those advertisements. Advertiser and agency agree to fully defend, indemnify and hold harmless the publisher in the event of legal action arising from such advertisements.

JANUARY	FEBRUARY	MARCH
<p>The 2010 Pesticide Guide: Peanut Disease, Insect And Weed Control Pest Management Tips</p> <p>BONUS DISTRIBUTION Georgia Peanut Farm Show Various County Meetings</p> <p>Deadline for space: 11/19/09 Deadline for materials: 11/30/09</p>	<p>2010 Variety Guide Irrigation Planning Precision Ag/Technology 2009 Crop Summary</p> <p>BONUS DISTRIBUTION Alabama/Florida Peanut Trade Show Alabama Peanut Producers Annual Meeting Georgia Peanut Producers Annual Meeting Florida Peanut Producers Annual Meeting Mid-South Farm and Gin Show</p> <p>Deadline for space: 12/18/09 Deadline for materials: 12/28/09</p>	<p>Disease Index Updates Market Outlook Equipment Roundup</p> <p>BONUS DISTRIBUTION American Peanut Council Spring Meeting Texas Cotton Ginners Assoc. Annual Meeting</p> <p>Deadline for space: 1/20/10 Deadline for materials: 1/27/10</p>
APRIL	MAY	JUNE
<p>Pesticide Roundup Early Season Weed Management Organic Issues</p> <p>BONUS DISTRIBUTION Various County Production meetings</p> <p>Deadline for space: 2/19/10 Deadline for materials: 2/26/10</p>	<p>Planting Issue Early Season Weed Management</p> <p>Deadline for space: 3/23/10 Deadline for materials: 3/30/10</p>	<p>Insect Management Mid-Season Problems Precision Ag/Technology</p> <p>BONUS DISTRIBUTION USA Peanut Congress</p> <p>Deadline for space: 4/21/10 Deadline for materials: 4/28/10</p>
JULY	NOVEMBER	IN EVERY ISSUE
<p>Late-Season Issues Harvest Efficiency Extended Market Outlook</p> <p>BONUS DISTRIBUTION American Peanut Research and Education Society Meeting Southern Peanut Growers Conference</p> <p>Deadline for space: 5/20/10 Deadline for materials: 5/27/10</p>	<p>2010 Technology For Profits Inoculant Guide Irrigation Management</p> <p>BONUS DISTRIBUTION American Peanut Council Winter Meeting</p> <p>Deadline for space: 9/22/10 Deadline for materials: 9/29/10</p>	<p>Editor's Note, News Briefs, Market Watch, New Products, Peanut Pointers</p>