



Nebraska Pork Producers Association

4435 O Street, Suite 200

Lincoln, NE 68510

## 2020 Rate Card

The Nebraska Pork Producers Association welcomes you to join us for our bi-monthly publication, Nebraska Pork Talk. In our publication, we strive to share timely and essential information about state specific pork industry information. Research, producer education, consumer information, producer activities, leadership comments, membership and public policy updates are just a few of the topics that fill each page in every issue.

*Nebraska Pork Talk* has an average circulation of around 5,000. The magazine serves as the Nebraska Pork Producers Association's principle print communication vehicle, serving identified Nebraska pork producers and a variety of supporting industries.

### Closing Dates

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March/April 2020—February 7th

May/June 2020—April 2nd

July/August 2020—June 5th

September/October 2020—August 7th

November/December 2020—October 2nd

January/February 2021—December 4th

### Frequency Discount

With a commitment of four yearly insertions, a 10% discount will be applied. Frequency discounts apply to the basic advertising rates only. There is a 1/6 page minimum in order to be eligible for the discount. Allied Members also receive an extra 10% off the final cost of each ad.

### 4-Color Advertising Rates

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Full Page—\$1150
2/3 Page—\$860
1/2 Page—\$710
1/3 Page—\$570
1/4 Page—\$490
1/6 Page—\$420
1 Column Inch—\$305

### Black and White Advertising Rates

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Full Page—\$880
2/3 Page—\$590
1/2 Page—\$440
1/3 Page—\$300
1/4 Page—\$220
1/6 Page—\$150
1 Column Inch—\$35

## Mechanical Requirements

### Digital Files Required

- Files may be submitted by email to Sandra at [sandra@nepork.org](mailto:sandra@nepork.org)
- All ads must be in print quality PDF (vector) or Raster format (tif, jpg)
- PDF files for printing must have all fonts embedded or outlined with graphics left at high resolution
- Digital pictures should be high resolution images (300 dpi at 100% usage size)
- Files should be done in four color process (cmyk) or black and white and camera-ready

### Recommended Screen

133 line preferred; 120-150 line acceptable for four-color or two-color processes.

### Bleeds

Minimum 1/8" on all sides

### Printing

Web offset-SWOP standards apply.

## Ad Sizes

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Bleed page—8"x10.625" (add .125" past trim on all sides for bleed)	1/3 vertical—2.1875"x9.5"
Full page—7"x9.5"	1/3 square—4.5"x4.625"
1/2 vertical—3.375"x9.5"	1/4 page—3.375"x4.625"
1/2 horizontal—7"x4.625"	1/6 vertical—2.1875"x4.625"
2/3 vertical—4.5"x9.5"	1/6 horizontal—4.5625"x2.625"
	Column Inch—2.1875"x1"

## General Policies and Procedures

- All advertising is subject to publisher's approval. NPPA reserves the right to refuse any and all copy which NPPA feels is not in keeping with the publication's standards, policies and practices and/or criticizes or mentions directly or indirectly other advertisers, products and services.
  - Ads will be positioned at the publisher's discretion, unless the advertiser purchases a preferred page.
  - Proofs will be provided, upon request, if the copy is submitted prior to the closing date.
  - No cancellations are permitted after the closing date.
  - Ads will appear as typeset, without liability, unless written revisions are received by the closing date.
  - Advertisers agree to indemnify and defend the publisher from any and all liability for content of advertisements.
  - The publisher's liability on any ad is limited to the cost of that advertisement.
  - The publisher will label editorial style copy with the word "advertisement."
  - The publisher will make every reasonable effort to meet the scheduled issuance dates but shall not be held responsible for delays due to cause(s) beyond the publisher's control.
  - Advertisers will be billed for lost frequency discounts if the advertiser agrees to and then fails to meet the four consecutive insertion requirement.
- NPPA will stop running ads if ad payments are not up to date**