

Advertise with

PIG TALES

The Official Publication of the Kansas Pork Industry

No other magazine in Kansas speaks to the Kansas pork industry like *Pig Tales*.

Pig Tales is a four-color, quarterly magazine published by the Kansas Pork Association (KPA.) Its contents focus on the industry statewide, incorporates news from the national level, as well as features stories on Kansas farmers.

Pig Tales was first published in 1972 to enhance the Kansas pork producer's awareness of the industry at both the state and national levels.

With a new year, *Pig Tales* is ready to reach Kansas producers again. The need to inform Kansas pork producers is a priority for our Association, but we need your help. Please consider advertising with *Pig Tales* as an avenue to get connected with our farmers.

Pig Tales is mailed to Kansas pork producers, allied industry supporters, and extension and university personnel.

Because the magazine is designed for all Kansas pork producers, *Pig Tales* reaches the decision makers for an overwhelming majority of the state's hog production. These are the people who are buying equipment, feed additives, breeding stock and looking for new genetic or product information.

Specifications

Color: CMYK or Black and White

Dimensions: Bleed size
(8.75 in. X 11.25 in.)

Trim Size: (8.50 in. X 11 in.)

Electronic Formats: High resolution PDF are preferred with one page per file. Other acceptable formats include EPS, TIFF, JPG, Photoshop, and InDesign.

Fonts: Embedded

Resolution: 350 dpi

Terms and Conditions

Approval: All advertising is subject to publisher's approval.

Circulation: 650+ **Payment:** Billing will follow magazine.

Commission: Agencies please note that we are a noncommissioned firm.

Positioning: At the publisher's discretion. However the inside front cover and back cover are available as first-come, first-serve. Full page ads will get preference for the inside front cover. Half page ad is required for back cover to accompany mailing portion.

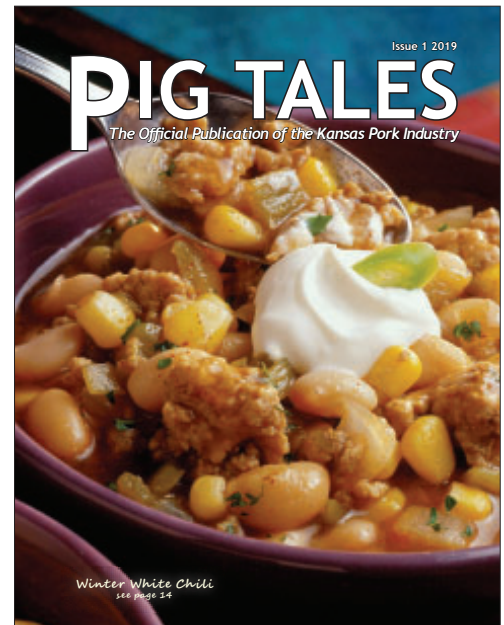
Proofs: A proof is required with all ads when materials are submitted. Please send a color proof with color ads to make sure we have the colors correct on the publication.

Please contact us with any questions:

Kansas Pork Association

2601 Farm Bureau Road, Manhattan, KS 66502

Phone (785) 776-0442 | Fax (785) 776-9897 | Email kpa@kspork.org



2019 ADVERTISING SIZES

FULL page

Bleed Size: 8 $\frac{3}{4}$ in. X 11 $\frac{1}{4}$ in.

Trim Size: 8 $\frac{1}{2}$ in. X 11 in

\$500.00

1/4 page

Width 3.67 in. X Height 4.92 in.

\$150.00

1/2 page

Width 7.5 in. X Height 4.92 in.

\$250.00

1/8 page

Width 3.67 in. X Height 2.38 in.

\$100.00

**ALL PRODUCER-MEMBERS RECEIVE 1/2 OFF
ALL ADVERTISING PRICES.**

**ALL PRODUCER-MEMBERS MAY HAVE THEIR AD
DESIGNED FREE OF CHARGE.**

2019 ADVERTISING CONTRACT

PIG TALES

The Official Publication of

Please fill out the form below and mail back to the KPA. Specify the size and issues you would like your advertisement to be included in Pig Tales.

Advertiser _____ Contact Name _____
 Address _____ City _____ State _____ Zip _____
 Telephone _____ E-mail _____

____ check here if a Producer-Member (receives ads half-price)

PLEASE CHECK ONE BELOW

OPTION 1: One-issue

- ___ Full page \$500.00
 ___ 1/2 page \$250.00
 ___ 1/4 page \$150.00
 ___ 1/8 page \$100.00

OPTION 2: Yearly Special ALL FOUR ISSUES

- ___ Full Page \$1800.00
 ___ 1/2 page \$860.00
 ___ 1/4 Page \$530.00
 ___ 1/8 Page \$350.00

PLEASE CHECK ISSUES BELOW

- ___ Issue 1: Publish Feb. 1 (Ad due: Jan. 15)
 ___ Issue 2: Publish May 1 (Ad due: April 15)
 ___ Issue 3: Publish Aug. 1 (Ad due: July 15)
 ___ Issue 4: Publish Nov. 1 (Ad due: Oct. 15)

* publishing dates are subject to change at the discretion of the Kansas Pork Association.

All advertisements will be available Four-Color at no additional charge.

_____ Pig Tales Advertising Total



E-NEWS ADVERTISING OPTIONS

Our daily E-news (M-F) is distributed to pork producers, allied industry supporters, extension and university personnel. The newsletter covers a variety of topics including animal health, legislative news, markets, exports, consumer promotions and more.

COST: \$200/month
Ad can be updated each month.

Circle the months you would like to advertise.

January	April	July	October
February	May	August	November
March	June	September	December

_____ E-News Advertising Total

Note: By signing below, I have read the above contract and am aware of the editor's right to edit or refuse all materials. The size of ad to be run, payments methods and materials needed are indicated in the contract above. I, the advertiser, agree to terms and conditions stated in the advertising information packet.

Signature _____ Date _____

Pig Tales authorization _____ Date _____

Mail Payment and Contract To: Pig Tales, KPA, 2601 Farm Bureau Road, Manhattan, KS 66502