

## MECHANICAL SPECIFICATIONS

**Process:** Saddle stitched standard size magazine, printed web offset on coated enamel paper stock. 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 Adobe Acrobat/Distiller v. 6.0 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 *Rice Farming* 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: Rice Farming 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.

DECEMBER 2009	JANUARY 2010	FEBRUARY 2010
<p>New Varieties, Hybrids National Political Update Seed Treatments</p> <p><b>BONUS DISTRIBUTION:</b> USA Rice Outlook Conference</p> <p><b>Deadline for space: 10/26/09</b> <b>Deadline for materials: 11/02/09</b></p>	<p>New Varieties, Hybrids New Products Update Rice Outlook Conference Recap</p> <p><b>Deadline for space: 12/07/09</b> <b>Deadline for materials: 12/14/09</b></p>	<p>Precision Nitrogen Management Field Preparation Fertility Program Strategies</p> <p><b>BONUS DISTRIBUTION:</b> Mid-South Farm &amp; Gin Show</p> <p><b>Deadline for space: 1/08/10</b> <b>Deadline for materials: 1/15/10</b></p>
MARCH 2010	APRIL 2010	MAY 2010
<p>Early Season Weed Control Early Season Insect Control Drill Calibration</p> <p><b>BONUS DISTRIBUTION:</b> Texas Cotton Ginners' Association Show</p> <p><b>Deadline for space: 2/05/10</b> <b>Deadline for materials: 2/12/10</b></p>	<p>Marketing Tips Tank Mixes That Work Precision Ag Technology</p> <p><b>Deadline for space: 3/10/10</b> <b>Deadline for materials: 3/17/10</b></p>	<p>Late-Season Pest Control Water Management Disease Management</p> <p><b>Deadline for space: 4/08/10</b> <b>Deadline for materials: 4/15/10</b></p>
JUNE 2010	DECEMBER 2010	<p><b>Regular Departments and Columns:</b></p> <p>From the Editor</p> <p>USA Rice Federation Update</p> <p>Rice Producers Forum</p> <p>Industry News</p> <p>Specialists Speaking</p>
<p>Grain Handling/Storage Ratoon Crop Management Pre-Harvest Tips</p> <p><b>Deadline for space: 5/07/10</b> <b>Deadline for materials: 5/14/10</b></p>	<p>New Varieties/Hybrids Seed Treatments Sustainability Task Force Report</p> <p><b>BONUS DISTRIBUTION:</b> USA Rice Outlook Conference</p> <p><b>Deadline for space: 10/22/10</b> <b>Deadline for materials: 10/29/10</b></p>	