



2009 RATE CARD

Serving Ranchers, Farmers and
Agri-businesses since 1980.

the Fence Post



The majority of our readers are married and own their home. They have lived in their community for over 20 years. Over half of our subscribers have a household income of \$35,000 – \$99,999. Our readers are very loyal to the Fence Post. In a recent survey, subscribers responded that they had read the last 12 issues, spending an average of 3 hours and 17 minutes on each issue. A high percentage of our readers “always” read the classified ads. Fence Post subscribers report being “extremely satisfied” with the magazine’s content.

The typical Fence Post reader is interested in living a rural lifestyle. Whether farming 3,000 acres or planting a 10’x10’ garden plot every summer, whether running 600 head of purebred cattle or pasturing a few horses, our readers share an interest in a rural, back to nature set of values. They follow the market reports, participate in 4-H, scan the auction calendar, enjoy working outdoors and spend time with family and friends.*

If this is the type of customer you want to reach, we have their attention.

Contact a Fence Post sales rep for marketing assistance.

**Call 1-800-275-5646 and ask to speak to a
Fence Post advertising consultant in your area.**

**Weekly Auction Listings, Regional Real Estate Section,
Compelling Human Interest Stories, Syndicated Columnists,
Scenic Photos and Contests, Recipes, Cartoons and Puzzles**

Reaching 80,000 readers a week.

Call to subscribe 1-800-275-5646

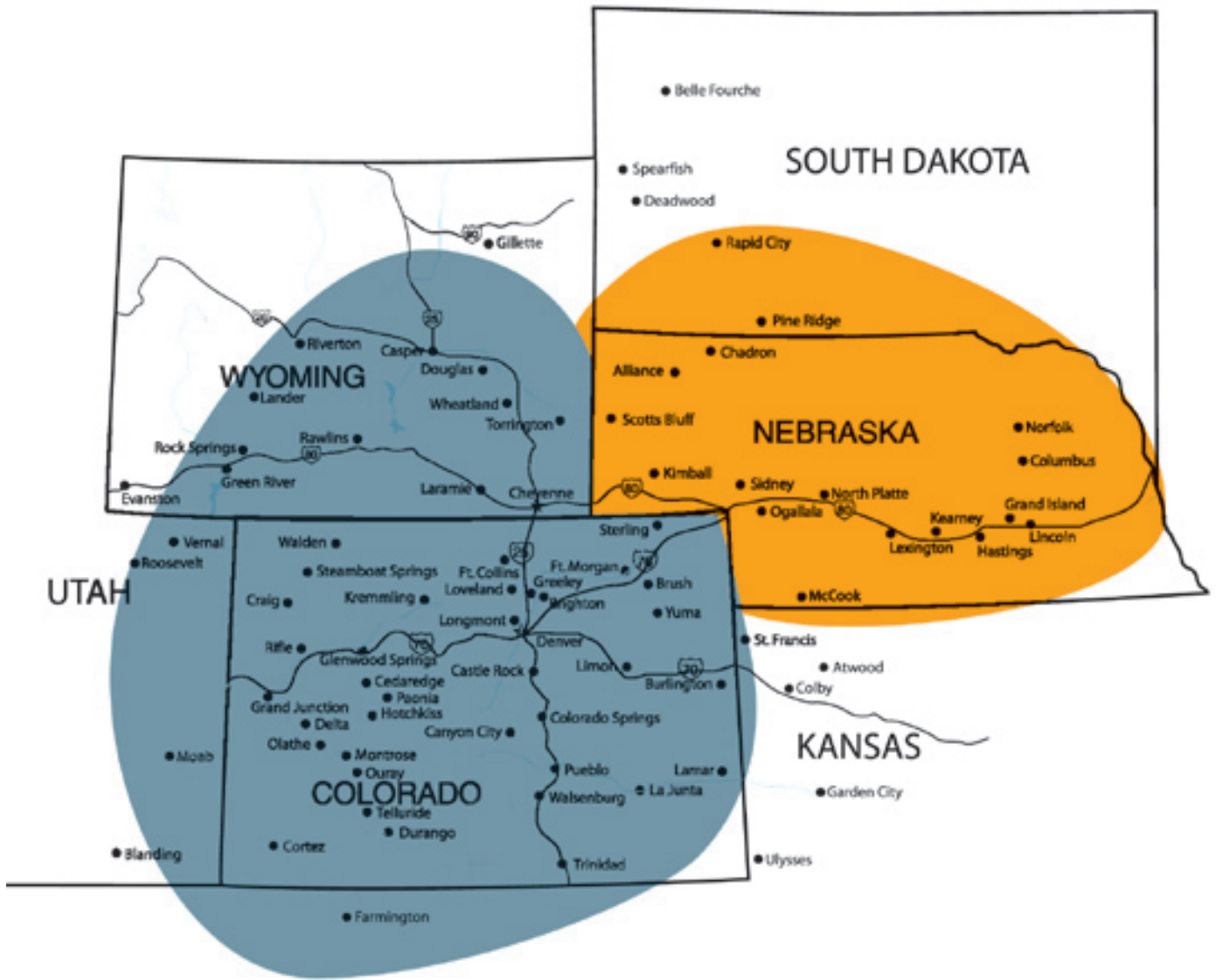
* Results gathered from a Wilkerson study taken May 2006.

the Fence Post
www.thefencepost.com

ROCKY MOUNTAIN EDITION
970-686-5691 | 1-800-275-5646
fpp@thefencepost.com

PLAINS EDITION
308-284-2599 | 1-800-905-2599
nfp@thefencepost.com

DISTRIBUTION MAP



-  Rocky Mountain Fence Post
-  Plains Edition Fence Post

ROCKY MOUNTAIN EDITION

NON-CONTRACT RATES	1X	2X	3X	4X	Rates: Per Ad Per Week
Full	946	757	663	615	
Two-Thirds	757	606	530	492	
Half	578	462	404	375	
Three-Eighths	444	356	311	289	
Quarter	312	250	218	203	
Eighth	175	140	123	113	
CONTRACT RATES	12X	18X	26X	40X	52X
Full	584	545	509	477	445
Two-Thirds	467	437	412	381	356
Half	356	333	311	294	280
Three-Eighths	274	256	239	224	209
Quarter	192	186	168	158	147
Eighth	110	105	95	88	82

PLAINS EDITION

NON-CONTRACT RATES	1X	2X	3X	4X	Billing is Net 10 Days
Full	620	527	447	431	
Two-Thirds	496	421	370	356	
Half	372	316	274	264	
Three-Eighths	291	248	219	210	
Quarter	205	173	145	142	
Eighth	128	109	92	87	
CONTRACT RATES	12X	18X	26X	40X	52X
Full	369	344	334	312	281
Two-Thirds	295	275	267	250	225
Half	222	207	190	187	181
Three-Eighths	177	166	156	147	132
Quarter	122	119	110	99	92
Eighth	68	66	62	61	54

COMBINATION RATES: ROCKY MOUNTAIN & PLAINS

NON-CONTRACT RATES	1X	2X	3X	4X	We request a \$200 deposit for first-time and non-contract advertisers
Full	1409 851+558	1155 681+474	999 596+403	941 554+387	
Two-Thirds	1127 681+446	924 545+379	810 477+333	763 443+320	
Half	855 520+335	700 416+284	611 364+247	574 337+237	
Three-Eighths	662 400+262	543 320+223	478 280+198	449 260+189	
Quarter	465 281+184	381 225+156	327 197+130	310 182+128	
Eighth	273 158+115	224 126+98	194 111+83	180 102+78	
CONTRACT RATES	12X	18X	26X	40X	52X
Full	825 508+317	770 474+296	645 443+287	683 415+268	629 387+242
Two-Thirds	661 407+254	617 380+237	587 358+229	547 332+215	503 310+193
Half	501 310+191	468 290+178	433 270+163	417 256+161	399 244+155
Three-Eighths	391 238+153	366 223+143	343 208+135	321 195+126	296 182+114
Quarter	272 167+105	264 162+102	241 146+95	222 137+85	207 128+79
Eighth	155 96+59	148 91+57	135 82+53	129 77+52	117 71+46

SPECIAL ISSUES & EDITIONS

AD SIZES

Full	7.444" x 9.75"
Two-thirds (vert.)	5.542" x 9.75"
Two-thirds (horiz.)	7.444" x 6.63"
Half (vert.).....	3.639" x 9.75"
Half (horiz.).....	7.444" x 4.80"
Three-eighths (vert.).....	3.639" x 7.30"
Three-eighths (horiz.).....	7.444" x 3.46"
Quarter.....	3.639" x 4.80"
Eighth	3.639" x 2.30"

COLOR

Color is available on a first come, first serve basis.

AD PLACEMENT

There is a 10% guaranteed position for requested pages in the main section as well as ads placed in classified section under requested headings.

OTHER AD OPTIONS

- Inserts available on a limited basis, please contact your representative for more info
- Front cover button ads
- Website Bulletin Board Ads

AD POLICY

The Fence Post reserves the right to edit, refuse, reject or cancel any ad at any time. We base this decision on our responsibility to our readers. We will not knowingly print any ad that is misleading or untruthful.

EMAILED ADS

Submit emailed ads in: PDF, JPEG and TIFF formats. Please put advertisers name in the subject line.

JANUARY
 Oshkosh Farm & Ranch Show (P)
 National Western Stock Show (RM)
 Colorado Farm Show (RM)
 Colorado Auctioneers Convention (RM)

FEBRUARY
 Black Hills Stock Show (P)
 Alfalfa Expo (P)
 Valentines Day
 Calving Issue
 National FFA Week
 Buffalo Bill Farm & Ranch Expo (P)
 Cattlemen's Classic (P)

MARCH
 County Fairbooks
 RM Horse Expo (RM)
 Nebraska Horse Expo (P)
 4 Corners Ag Expo
 Easter

APRIL
 County Fairbooks
 Spring/Summer Real Estate Guide
 Gardening Issue
 NHSRA Rodeo (P)

MAY
 Mother's Day
 Memorial Day
 S.D. Livestock Marketeers Assoc. (P)
 Sandhills Cattle Assoc. Conv. (P)
 National Beef Month

JUNE
 Nebraska Auctioneers Convention (P)
 National Dairy Month
 Father's Day
 Greeley Independence Stampede (RM)
 Nebraska Ranch Expo (P)
 NHSRA Finals (P)

JULY
 Summer Real Estate Special
 Cheyenne Frontier Days

AUGUST
 County Fair Coverage
 Western Slope Winefest
 Peach Festival
 Gudmundsen Open House (P)
 Hunting Guide

SEPTEMBER
 Fall/Winter Real Estate Guide
 County Fair Coverage
 Husker Harvest Days (P)
 NSRA Finals (P)

OCTOBER
 Apple Fest
 Horse Expo
 National 4-H Week
 National Pork Month
 Neb. 4D Barrel Assoc. Finals (P)

NOVEMBER
 Veteran's Day
 Thanksgiving
 Fence Post Country Christmas
 Gateway Farm Expo (P)

DECEMBER
 Christmas & New Years Issues
 Breeders Connection

(P) Plains Edition
 (RM) Rocky Mountain Edition

ROCKY MOUNTAIN EDITION

501 8th Ave.
 P.O. Box 1690
 Greeley, Colorado 80632
 970-686-5691 | 1-800-275-5646
 f: 970-352-7164
 fpp@thefencepost.com

PLAINS EDITION

55 E. River Rd, Suite 14
 P.O. Box 827
 Ogallala, Nebraska 69153
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