



PUBLISHING DATES

Crop Insurance TODAY® is published quarterly and generally mailed by the end of the first week of the following months;

February, May, August and November

Production on each issue begins the first of the month preceding the mail date.

ADVERTISING/EDITORIAL DEADLINES

February Issue: December 15th

May Issue: March 15th

August Issue: June 15th

November Issue: September 15th

MECHANICALS

Page size: 8-1/4 x 10-7/8"

Live image area: 7-1/8 x 9-7/8"

Margins: Top: 1/2"
Bottom: 1/2"
Inside: 1/2"
Outside: 5/8"

Column: 2-1/4 x 9-7/8"

Gutter: 3/16"

Printing: Web-offset, CMYK

Binding: Saddle stitched

COLOR RATES

4-Color: Process color is included in the prices listed.

Matched Colors: If a specific PMS fifth color match is required, please call for a quote.

Metallic Colors: If a specific PMS fifth color match is required, please call for a quote.

PREFERRED MATERIALS

Ads should be sent to NCIS on CD/DVD and accompanied by a actual size color proof. If an ad is emailed, uploaded, or is reprinted from a previous issue, the request/insertion order must be received by the deadline date in order for a proof to be sent back for approval.

The first choice for presenting ads is as a high resolution PDF, pdfs should be distilled with fonts embedded, all colors as CMYK, and bleeds set at 1/8."

For quality reproduction, all halftone scans should be scanned no lower than 300 dpi at 100%.

If ads are presented in their native layout software, the ads should be built in Quark Xpress, InDesign, Illustrator or Photoshop. Along with the layout file, the CD/DVD must include all supporting files such as graphics, illustrations and fonts. While providing native files is an option, we request you provide your file as a high-res PDF, as stated above.

COVERS/PREMIUM POSITIONS

There are seven total pages in Crop Insurance TODAY that are reserved as special, premium position pages. One is the cover (not available for advertising), page 1 (the masthead and President's page), and page 2 (table of contents). Pages; inside front cover (IFC), page 3 (opposite the Table of Contents, fold RH), inside back cover (IBC), and the lower half of the back cover (BC) are reserved as premium advertising positions.

There is an additional cost of \$100.00 per premium position pages, per issue. Premium positions are available by reservation only. To check on the availability of these pages, contact the editor.

DIGITAL ADS

All ads reserved for the print version of TODAY will be reproduced in the digital magazine (at no extra cost), and with the same page number shown in the printed version. Please note: with the insertion of new/additional digital ads and possible added editorial, the digital pages may shift position compared to the print version. Yet, if your ad is on page ten of the printed version, you can access your ad in the digital version by entering the same page number.

If you are reserving additional ad space for the digital version of TODAY, clearly designate on the insertion order form the option that correctly explains which copy should be used. Some advertisers wish to run their printed ad a second time in the digital magazine. Most often, the advertiser will provide new copy for the second ad in the digital magazine. There are three options for selecting how copy will be provided: 1) New/additional files will be provided for the second position in the digital magazine, 2) use the same ad file provided for print, as copy for the second position in the digital magazine. (In this case we will attempt to separate the two positions as much as possible.), or 3) pick up copy to be used from a previous issue. If option three is selected, you will need to provide the previous issue number and date of when the ad was published, along with the page number and a proof.

There are two pricing structures for new/additional digital ads; 1) a greatly reduced price for a new/additional digital ad, if an ad was reserved in the printed magazine, or 2) the cost for a digital ad if the advertiser did not run an ad in the printed magazine.



CROP INSURANCE TODAY

TODAY® is provided as a service of National Crop Insurance Services® to educate readers about the risk management tools producers use to protect themselves from the risks associated with production agriculture.

TODAY® is published quarterly—February, May, August and November by National Crop Insurance Services (NCIS) and is circulated to NCIS members, crop insurance agents and adjusters, congressmen, state insurance and agriculture departments, and individual subscribers throughout the United States and abroad.

Publisher: National Crop Insurance Services
8900 Indian Creek Parkway, Suite 600
Overland Park, Kansas 66210

Editor: Laurie Langstraat
Email: LaurieL@ag-risk.org
Phone: 800-951-6247 • 913-685-2767
FAX: 913-685-3080

MAGAZINE TRIM SIZE: 8-1/4"(w) x 10-7/8"(h)

AD RATES:

Ad Size

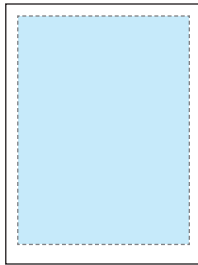
Full page

One Time

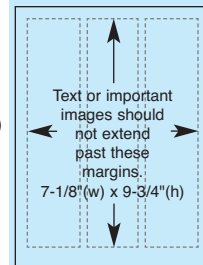
\$2,000

Four Times

\$1,900 each issue



Full page, No bleeds
Margins: 1/2" all sides
Live image area is:
7-1/8"(w) x 9-7/8"(h)



Full page, With bleeds
Bleeds must be 1/8" on all sides.
Margins: 1/2" all sides
Live image area is:
7-1/8"(w) x 9-7/8"(h)
Bleed size:
8-1/2"(w) x 11-1/8"(h)

Ad Size

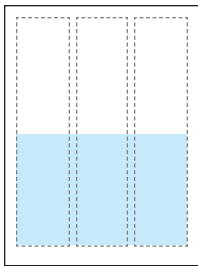
Half page

One Time

\$1,350

Four Times

\$1,250 each issue



Half page
No bleeds
Live image area is:
7-1/8"(w) x 4-3/4"(h)

Ad Size

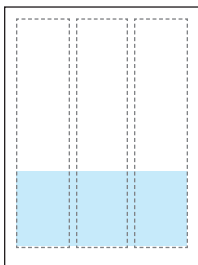
Third page

One Time

\$1,000

Four Times

\$925 each issue



Third page
Horizontal
No bleeds
Live image area is:
7-1/8"(w) x 3-1/4"(h)



Third page
Vertical
No bleeds
Live image area is:
2-1/4"(w) x 9-7/8"(h)

Ad Size

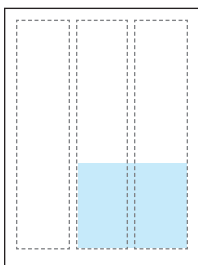
Quarter page

One Time

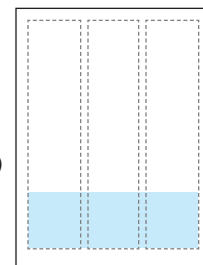
\$600

Four Times

\$550 each issue



Suggested/Preferred
Quarter page
No bleeds
Live image area is:
4-5/8"(w) x 3-3/4"(h)



Quarter page
No bleeds
Live image area is:
7-1/8"(w) x 2-1/2"(h)



I wish to reserve advertising space in *Crop Insurance TODAY* magazine as described below.

ADVERTISER (Company Name) _____

Address _____

City, State, Zip _____

Contact _____ Phone _____

Title _____ Fax _____

AD AGENCY _____

Address _____

City, State, Zip _____

Contact _____ Phone _____

Title _____ Fax _____

Bill Advertiser Bill Agency Other _____

PRINT AD SPACE DESCRIPTION

Frequency Rate: _____ time(s) _____

Insertion Date(s): _____

Ad Size(s): _____

Color(s): 4-c Other _____

Premium Position Request: _____

Bleed: Yes No File Type: _____

Authorized, on behalf of the above named Advertiser by:

SIGNATURE

TITLE

COMPANY

DATE

PRINT COSTS

Applicable Rate Card # _____

Base Cost Per Insertion _____

Special Color Charge: _____

Premium Space Charge: _____

Total per insertion: (net) _____

Accepted, on behalf of *Crop Insurance TODAY* by:

SIGNATURE

TITLE

COMPANY

DATE

Please return this completed contract/insertion order to: Laurie Langstraat, Editor
NCIS, 8900 Indian Creek Parkway, Suite 600 • Overland Park, KS 66210 • Phone (800) 951-6247 • FAX (913) 685-3080

CONTRACT TERMS & CONDITIONS

Crop Insurance TODAY® magazine is published quarterly (February, May, August and November) by National Crop Insurance Services (NCIS) and is circulated to NCIS members, associate members and individual subscribers throughout the United States and abroad.

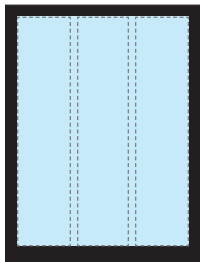
Acceptance: All advertising in *Crop Insurance TODAY* is subject to publishers acceptance and approval. By submitting advertising for acceptance, advertiser and its agency agree to indemnify and save harmless the publisher, advertising agency and printer, their offices and employees from and against any loss or expense on claims or suits based on the subject matter of such advertisements, including, without limitation, suits or claims based on libel, violation of right of privacy, plagiarism or copyright infringement. Publisher and its agency are not responsible for advertisements omitted for any reason whatsoever. Publisher reserves the right to edit or reject any advertisement deemed inappropriate for the publication.

Agreement: By submitting advertising to *Crop Insurance TODAY* magazine, advertisers and their agencies agree to abide by the terms and conditions stated above.



CROP INSURANCE TODAY[®]

MAGAZINE TRIM SIZE: 8-1/4"(w) x 10-7/8"(h) Use the same sizes and specification to build both print and digital ads.



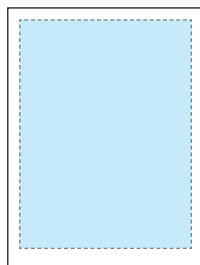
Digital ads are sized the same as print ads, with one exception. The digital ads **do not** bleed. The options these ads are: full page, horizontal half page, and a vertical or horizontal third page.

NO bleeds; all digital ads will show with a black margin. **Do not** build the black margin into your file.

If you wish to run the same ad twice, we will use your print file for both the print and digital issues, you do not need to provide a second file. If you are submitting a second layout for the digital ad, build the digital ad file using the same specifications used for the print file.

Ad Size Full page

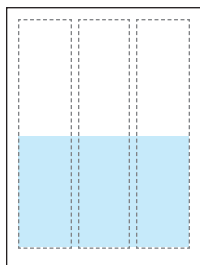
- 1 Issue w/Print purchase**
\$150
- 4 Issues w/Print purchase**
\$125 each consecutive issue
- 1 Issue % Print purchase**
\$2,000
- 4 Issues % Print purchase**
\$1,900 each consecutive issue



Full page, No bleeds
Margins: 1/2" all sides
Live image area is:
7-1/8"(w) x 9-7/8"(h)

Ad Size Half page

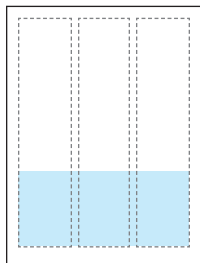
- 1 Issue w/Print purchase**
\$150
- 4 Issues w/Print purchase**
\$125 each consecutive issue
- 1 Issue % Print purchase**
\$1,350
- 4 Issues % Print purchase**
\$1,250 each consecutive issue



Half page
No bleeds
Live image area is:
7-1/8"(w) x 4-3/4"(h)

Ad Size Third page

- 1 Issue w/Print purchase**
\$150
- 4 Issues w/Print purchase**
\$125 each consecutive issue
- 1 Issue % Print purchase**
\$1,000
- 4 Issues % Print purchase**
\$925 each consecutive issue



Third page
Horizontal
No bleeds
Live image area is:
7-1/8"(w) x 3-1/4"(h)

CONTRACT TERMS & CONDITIONS

Crop Insurance TODAY magazine is published quarterly (February, May, August and November) by National Crop Insurance Services (NCIS) and is circulated to NCIS members, associate members and individual subscribers throughout the United States and abroad.

Acceptance: All advertising in *Crop Insurance TODAY* is subject to publishers acceptance and approval. By submitting advertising for acceptance, advertiser and its agency agree to indemnify and save harmless the publisher, advertising agency and printer, their offices and employees from and against any loss or expense on claims or suits based on the subject matter of such advertisements, including, without limitation, suits or claims based on libel, violation of right of privacy, plagiarism or copyright infringement. Publisher and its agency are not responsible for advertisements omitted for any reason whatsoever. Publisher reserves the right to edit or reject any advertisement deemed inappropriate for the publication.

Agreement: By submitting advertising to *Crop Insurance TODAY* magazine, advertisers and their agencies agree to abide by the terms and conditions stated above.

Digital INSERTION ORDER

D-Insertion Order
1212A

I wish to reserve advertising space in *Crop Insurance TODAY*® digital magazine as described below.

ADVERTISER (Company Name) _____

Address _____

City, State, Zip _____

Contact _____ Phone _____

Title _____ Fax _____

AD AGENCY _____

Address _____

City, State, Zip _____

Contact _____ Phone _____

Title _____ Fax _____

Bill Advertiser Bill Agency Other _____

DIGITAL AD SPACE DESCRIPTION

Did you advertise in the print issue? Yes No _____

Frequency Rate: _____ time(s)

Insertion Date(s): _____

Ad Size(s): Full page Half page Third page _____

Band-Card: Half page Quarter page

Color(s): 4-c (no charge)

Bleed: Yes No File Type: _____

Video: Provided File Address _____

Audio: Provided File Address _____

Links: A web address listed in the ad will be a live link. One additional link will be provided without charge, and attached to the advertiser's logo or name. Additional links can be attached for the charges listed on the "Digital Options and Rates" page

Address to be used with logo: _____

Additional Address: _____

Location address is linked on ad; _____

Buttons (hot links) to Social Media Sites:

Facebook Twitter Blogs LinkedIn Yelp YouTube

Authorized, on behalf of the above named Advertiser by:

SIGNATURE _____

TITLE _____

COMPANY _____

DATE _____

DIGITAL COSTS

Applicable Rate Card # _____

Base Cost Per Ad Insertion (with print ad) _____

Base Cost Per Ad Insertion (w/o print ad) _____

Cost Per Band-Card Insertion (with print ad) _____

Cost Per Band-Card Insertion (w/o print ad) _____

Video Cost _____

Audio Cost _____

No additional charge.

Cost Per Address: _____

Cost per Social Media Buttons _____

Total Cost for Digital Ad: _____

Accepted, on behalf of *Crop Insurance TODAY* by:

SIGNATURE _____

TITLE _____

COMPANY _____

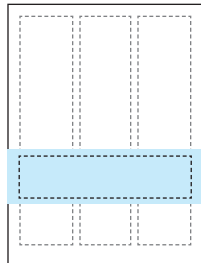
DATE _____

Please return this completed contract/insertion order to: Laurie Langstraat, Editor
NCIS, 8900 Indian Creek Parkway, Suite 600 • Overland Park, KS 66210 • Phone (800) 951-6247 • FAX (913) 685-3080

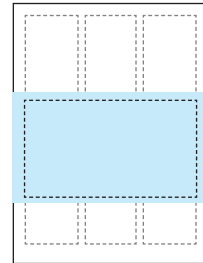


BAND-CARDS: Digital version only. These ads span the entire width of the page, and **can** bleed all four sides. You may also purchase one or both sides of the card. The card originally views on top of the righthand page. The viewer must “flip” it over to the lefthand page to view the back of the card, or to read the page below. The card will be 8-1/4” wide, and the height can be 2-1/2” high, or 4-3/4” high.

- 1 Issue %/Print purchase**
1-side \$200, 2-sides \$300
- 4 Issues %/Print purchase**
1-side \$175, 2-sides \$300 each issue
- 1 Issue % Print purchase**
1-side \$1,000, 2-sides \$1,250
- 4 Issues % Print purchase**
1-side \$925, 2-sides \$1,175 each issue



Quarter Page Band-card:
8-1/4”(w) x 2-1/2”(h)
Live image area is:
7-1/8”(w) x 2”(h)
Background image can bleed to the edge of all sides. **Do not** build in 1/8” additional bleed trim.



Half Page Band-card:
8-1/4”(w) x 4-3/4”(h)
Live image area is:
7-1/8”(w) x 4-1/4”(h)
Background image can bleed to the edge of all sides. **Do not** build in 1/8” additional bleed trim.

LINKS: Digital version only. Any email or web address displayed as text on any digital page, becomes a live link at no additional charge. The “main” display of the advertisers name or logo will also be linked to the company’s main web address, or address of their choice, at no additional charge. The advertiser can request additional links to any text or graphic at the following costs.

Manual Link: \$10.00 per additional link

Pulsing Link: \$130.00 per link

VIDEO/AUDIO: Digital version only. Video and audio files can be added to any size ad. These multimedia files can be provided in two ways. 1) A web link to the file, and the advertiser will host the multimedia file. 2) A video file can be provided as a YouTube ready file, or an audio file as a Quicktime file, both of which will be hosted by the publication provider. If option 1 is chosen, there will be a “Inserting” fee, but if option 2 is chosen, there will be the “Inserting” fee and a “Hosting” fee.

Inserting Multimedia File: \$65.00 per file

Hosting Multimedia File: \$130.00 per file, in addition to the insertion charge.

SOCIAL MEDIA BUTTONS: Digital version only. Direct link to social media sites.

Social Media Buttons: \$12.00 per button, plus the \$10.00 manual link charge.