

# Straight Rows



Media Guide & Rate Card

The Kansas Soybean Association (<http://KansasSoybeans.org>), headquartered in Topeka, is the voice and advocate for the state's soybean farmers on local, state, national and international issues of importance. Founded in 1973, its advocacy efforts are made possible through the voluntary memberships of more than 550 soybean farmers and industry supporters. It also is the primary contractor to the Kansas Soybean Commission, the soybean checkoff, which works to improve the profit potential for all soybean farmers in Kansas.

Articles in the KSA newsletter, *Straight Rows*, provide current information about the association's programs, services and activities and how it serves the soybean industry.

### Projected mail dates

Spring: March 15 🌱 Summer: June 15 🌱 Fall: September 15 🌱 Winter: December 1

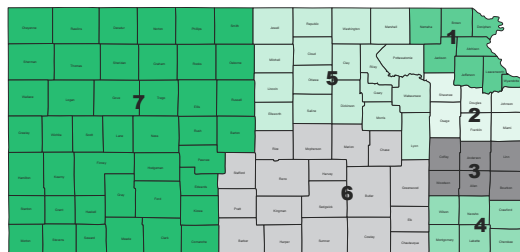
### Circulation

<b>Total</b> .....	<b>569</b>		
<b>Soybean farmers</b> .....	<b>425</b>		
	<i>Acres</i>	<i>Soybeans</i>	<i>Total Farm</i>
	1-99	4%	<1%
	100-250	22%	7%
	251-499	16%	5%
	500-999	32%	19%
	1,000-1,999	23%	32%
	2,000+	3%	36%

**Industry supporters** ..... **144**  
 Agribusiness = 32% • Government = 25% • News media = 13%  
 Partner organizations = 8% • Elevators = 4% • Financiers = 4%  
 Other = 14%

### Readers by District

1 (northeast).....	31%
2 (northern east-central) .....	11%
3 (southern east-central) .....	4%
4 (southeast).....	18%
5 (north central) .....	15%
6 (south central).....	9%
7 (west).....	9%



### Top Farmer Counties

Brown.....	79
Cherokee.....	40
Labette.....	32
Atchison.....	29
Doniphan.....	24
Marshall & Osage (each) .....	16

\* As of January 1, 2014. \* Counts for other counties available upon request.

### Display-Ad Rates (Net)

2-page spread or 2-sided, single-sheet insert.....	\$1,125
Full page.....	\$750
½ page.....	\$500
¼ page.....	\$335
⅛ page.....	\$225

\* Rates include full color. \* Rates subject to change. \* Inquire about larger inserts.

### Deadlines

Spring.....	February 5.....	March 1
Summer.....	May 5.....	June 1
Fall.....	August 5.....	September 1
Winter.....	October 20.....	November 15

### Space Reservation

### Artwork

### Ad Sizes & Requirements

Full page (live area) .....	7.75 in. wide × 10.125 in. tall
½ page, horizontal.....	7.75 in. wide × 4.875 in. tall
½ page, vertical.....	3.75 in. wide × 10.125 in. tall
¼ page.....	3.75 in. wide × 4.875 in. tall
⅛ page.....	1.75 in. wide × 4.875 in. tall

### Mechanical Specifications

Finished page size .....	8.5 in. wide × 11 in. tall
Bleeds.....	0.125 in.
Halftones.....	110 line screen • 4-color.....133 line min.
Paper.....	70-lb. white high-opaque
Binding.....	saddle stitch (prepare all spreads for split pages)

### File Formats

We require "print-ready" ad images. We prefer high-resolution, press-optimized PDF files with all fonts and graphics embedded. We also accept high-resolution TIF or EPS files.

### Submission

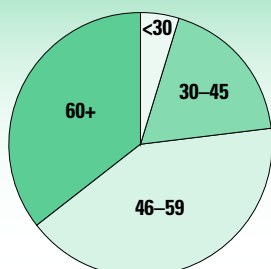
Straight Rows % Brad Parker, Kansas Soybean Association,  
 1000 Red Oaks Place, Topeka, KS 66615-1207  
 phone: 877-KS-SOYBEAN (877-577-6923) • fax: 785-271-1302

### Electronic Transfer

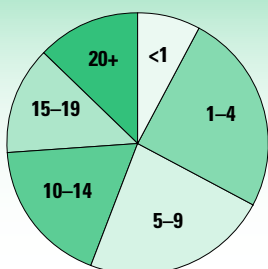
E-mail material (up to 5 MB) to [parker@kansassoybeans.org](mailto:parker@kansassoybeans.org). We also accept CD-ROMs or DVDs and use online file-sharing platforms. Compress files to expedite transfer.

## More About Our Readers

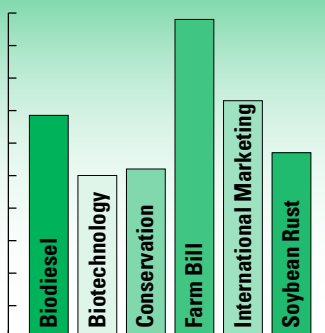
• KSA also distributes copies at industry events. • Beginning with the summer 2011 issue, KSA archives every issue of *Straight Rows* in its entirety for at least three years at <http://KansasSoybeans.org/straight-rows> on the Web.



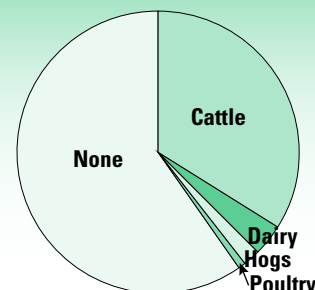
Ages



Years of KSA Membership



Top Interests



Animal Production