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
Total .................................................................................................................. 569
Soybean farmers ................................................................................................ 425

<table>
<thead>
<tr>
<th>Acres</th>
<th>Soybeans</th>
<th>Total Farm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–99</td>
<td>4%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>100–250</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>251–499</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>500–999</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>1,000–1,999</td>
<td>23%</td>
<td>32%</td>
</tr>
<tr>
<td>2,000+</td>
<td>3%</td>
<td>36%</td>
</tr>
</tbody>
</table>

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 (northeast east-central) ........................................................................... 11%
3 (southeast 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

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 ¾ 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. We also accept CD-ROMs or DVDs and use online file-sharing platforms. Compress files to expedite transfer.