

ACREAGE[®]

COUNTRY LIVING AT ITS FINEST

2011 media kit



Acreage is a monthly magazine serving those who choose to live the rural lifestyle.

2011 print & web rates

All advertisements appear in the print and digital magazines



PRIORITY PAGES	1x	4x	6x	12x
Inside Front Cover	\$2,954.00	\$2,798.00	\$2,651.00	\$2,369.00
Inside Back Cover	\$2,954.00	\$2,798.00	\$2,651.00	\$2,369.00
Back Cover	\$3,199.98	\$3,199.98	\$3,199.98	\$3,199.98
DISPLAY ADS	1x	4x	6x	12x
Full Page	\$2,298.99	\$2,184.00	\$2,074.88	\$1,971.10
Full 1/2 Page	\$1,599.98	\$1,520.98	\$1,443.98	\$1,371.79
1/4 Page	\$ 959.98	\$ 911.98	\$ 866.40	\$ 823.10
Shoppers Market	\$ 356.40	\$ 338.59	\$ 321.65	\$ 305.59
Classified	\$ 42.00	\$ 40.00	\$ 38.00	\$ 36.00
Column Inch	\$ 59.40	\$ 56.25	\$ 53.65	\$ 50.95
EMBEDDED VIDEO	1x	4x	6x	12x
Bring your sales message to life by including a video of your product in the digital version of Acreage	\$ 135.00	\$ 128.25	\$ 121.85	\$ 115.74

EMAIL BLAST

0 - 25,000	\$ 0.045 per piece
25,001 - 40,000	\$ 0.039 per piece
40,001 - Plus	\$ 0.025 per piece

Web Advertising

Showcase your company on acreagelife.com with banner advertising.

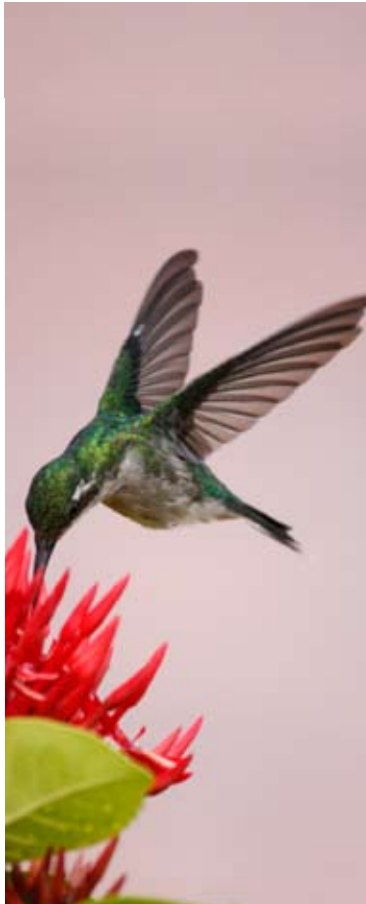
All banner advertising directly links to your company website.

WEBSITE BANNER	30 days	90 days
Homepage Leaderboard	\$450.00	\$999.00
Homepage Block 1	\$ 215.00	\$450.00
Homepage Block 2	\$175.00	\$499.00
Homepage Vertical Block	\$150.00	\$300.00
Secondary Page Leaderboard	\$ 395.00	\$825.00
Secondary Block 1	\$ 125.00	\$275.00
Manufacture Page	\$175.00	\$499.00



departments & closing dates

In every issue of Acreage:



✿ **Pets/Livestock:** 91% of all acreage owners have either a pet or some type of livestock. This area will focus on a type or breed and give insight and helpful hints on raising, feeding, and breeding, while including the fun of having a pet or livestock on your acreage.

✿ **Your Garden:** Gardens are a primary source of nutritious and good tasting food for many acreage owners. Gardening for pleasure has turned into major money savings as well as major money making at the local farmers market. Each month our editor will pick a product from the garden and give our readers the facts.

✿ **Do It Yourself:** Need help with starting or finishing a project? Each month this section will pick an acreage project and go from start to finish. Acreage owners are looking to accomplish most projects themselves, they just need some helpful hints, ideas, and easy to follow steps. So here it is! If you have an ideas for a do it yourself project please submit ideas to Katherinedc@agdeal.com

✿ **Around the Acreage:** This department is dedicated to all the everyday chores that an acreage owner encounters with a little fun mixed in along the way. Acreage owners must always be thinking ahead and this section will help prompt the readers to be planning what needs to be done today.

✿ **Finances:** Read this section for helpful ideas on matters that relate to acreage money. From how to use your acreage to make money to planning for acreage purchases and additions.

✿ **Go Green:** The effects of what we do today have a large effect of how we will live tomorrow. Our readers are interested in new technologies and ideas on saving money while having a positive impact on the environment. Each month a new topic will be picked and be accompanied with an explanation of its benefits.

✿ **Seasonal:** Fun topics that take us from the New Year to Christmas on the Acreage.

2011 Closing Dates:

ISSUE	CUT-OFF	MAIL DATE	ISSUE	CUT-OFF	MAIL DATE
February	01-20-11	01-27-11	August	07-22-11	07-29-11
March	02-18-11	02-25-11	September	08-19-11	08-26-11
April	03-18-11	03-25-11	October	09-22-11	09-22-11
May	04-21-11	04-28-11	November	10-21-11	10-28-11
June	05-20-11	05-24-11	December	11-18-11	11-25-11
July	06-17-11	06-24-11	January '12	12-21-11	12-29-11

2011 acreage editorial



January

- * Indian Runner Ducks
- * Lavender
- * Refurbish a tractor
- * Harvesting/Butchering
- * Small Engine Repair Business
- * Solar Water Heat
- * New Years
- * Machine Shed Review

February

- * Katahdin Sheep
- * Asparagus
- * Acreage Security
- * New Garden Site
- * Rental Storage Buildings
- * Organic Gardening
- * Valentines
- * Waterer Review

March

- * Red Poll Cattle
- * Maple Syrup
- * Edible Landscaping
- * Buying Forage
- * Buying More Land
- * Green Houses
- * St. Patrick's Day
- * Small Stock Trailer Review

April

- * Beveren Rabbit
- * Rhubarb
- * Attracting Song Birds/Butterflies
- * Blade Sharpening
- * Roadside Fruit Stand
- * Rain Barrels
- * Easter
- * Mower Review

May

- * Mytotoxic Goats
- * Strawberries
- * Build a Clothes Line
- * Garden Tilling
- * Insurance
- * Composting
- * Mother's Day
- * Fencing - Review

June

- * English Shepherd Dogs
- * Beans
- * Setting up a Woodshop
- * Dragging Gravel Driveways
- * Dog Breeding/Kennel
- * Converting Outbuildings to Solar
- * Father's Day
- * Compact Tractor Review

July

- * American Buff Geese
- * Beets
- * Building a Porch Swing
- * Maintaining Fences and Pens
- * Firewood Business
- * Water Conservation
- * Fourth of July
- * Wood Splitter Review

Editorial Content Subject to Change

2011 acreage editorial



August

- * Red Wattle Pigs
- * Peaches
- * Build a Fence
- * Well Water Testing
- * Can One Parent Stay Home
- * Pig Tractors
- * Back to School
- * Post Drivers Review

September

- * Java Chickens
- * Mushrooms
- * Build a Fire Pit
- * Tree Pruning
- * Growing Walnut Trees for Lumber – Future Generations
- * Alternative Heating
- * Labor Day
- * Alternative Heat Review

October

- * American Jack Donkey
- * Apples
- * Become a Home for Rescue Animals
- * Road Ditches – Mowing, Burning, Wild Flowers
- * Machine Rental Business
- * Organic Pest Control
- * Halloween
- * Snow Plow Review

November

- * Narragansett Turkeys
- * Squash
- * Smoking Meat
- * Where and How To Put Up Snow Fence
- * Tax Tips
- * Keeping your Christmas tree
- * Thanksgiving
- * Snowmobile Review

December

- * Mountain Pleasure Horses
- * Mint
- * Planning your 2012 “To Do” list
- * Livestock Vaccinating
- * Operating a Riding/Boarding Stable
- * Horse vs. ATV
- * Christmas
- * ATV Review



January 2012

- * Tunis Sheep
- * Garlic/Onion
- * New Construction Plans
- * Ordering Garden Seeds
- * Taking Care of Business
- * Land Stewardship
- * New Years
- * Machine Shed Review

Editorial Content Subject to Change



Material Requirements



* **Preferred Files:** High Resolution PDF, 300 dpi, CMYK

* **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. **We do not accept Microsoft Publisher files.**

* **Images:** Color images intended for process printing should be saved as CMYK 300 dpi. Black and white images should be saved as Grayscale 300 dpi. Have your graphic elements originally scanned at 240-300 dpi and save them as a JPEG of the highest or maximum quality when processing to send.

* **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font should be chosen.

* **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.

* **Submitting Materials by FTP site:** Username and password available upon request.

* **Dimensions:** The sizes given show the exact dimensions to run in the area reserved for the advertisement. Please do not exceed the live area size to ensure no ad copy from being cropped off. The trim size is given to help position the advertisement and any graphics that are meant to bleed off the page.

* **Full Page Trim Size:** 8.00" w x 10.875" h

* **Full Page Live Area:** 7.25" w x 10.000" h

* **Full Page Bleed Size:** 8.25" w x 11.250" h

Full Page
4 x 10
7" x 9 7/8"

Back Cover
4 x 8
7" x 7 7/8"

1/2 Pg. Horizontal
4 x 5
7" x 4 7/8"

1/2 Pg. Vertical
2 x 10
3 3/8" x 9 7/8"

1/4 Pg.
2 x 5
3 3/8" x 4 7/8"

2 x 4
3 3/8" x 3 7/8"

2 x 3
3 3/8" x 2 7/8"

2 x 2 Business Card Size
3 3/8" x 1 7/8"

Shoppers Market Size*
2 1/4" x 3"

Classified Ad Sizes

1x5: 1.7" x 4.83"
1x4: 1.7" x 3.83"
1x3: 1.7" x 2.83"
1x2: 1.7" x 1.83"

* Placed ONLY in the Shoppers Market section

Notes: _____

web & video specifications

Web Material Requirements

- * **Preferred Files:** JPEG and GIF, 72-110 dpi, RGB
- * **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. **We do not accept Microsoft Publisher files.**
- * **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font will be chosen.
- * **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.
- * **Submitting Materials by FTP site:** Username and password available upon request.

Banner Ad Specifications

- * **Leaderboard:**
468-pixels wide x 60 pixels high
- * **Block 1:**
250 pixels wide x 250 pixels high
- * **Block 2:**
180 pixels wide x 150 pixels high
- * **Vertical Block:**
120 pixels wide x 240 pixels high
- * **Manufacture Page:**
180 pixels wide x 150 pixels high

ACREAGE HOMEPAGE



MANUFACTURE PAGE



Video Requirements

- * **We only accept FLV files.**
You may submit other video file formats but will incur a converting video charge.
- * **Submitting Materials by FTP Site:** Username and password available upon request.
- * **Converting Video Charge:** \$60.00 per hour.



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