

# 2023 & 2024 MEDIA KIT

## AGRI-VIEW

Frequency  
Weekly (Thursday)

Circulation  
25,823

In-State Editors  
4

ROP Splits  
By Pre-Set Edition or Zone  
Additional splits considered  
by request

Insert Splits  
By County or Zip-Center  
By Demographic



Statewide Thursday, October 19, 2023 www.agriview.com

### Geekiness powers sustainability effort

**LYNN GRODOL**  
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HANCOCK, Wis. — Jeremie Pavelski admits he's a technology geek. And it's clearly evidenced by the "war rooms" he championed for the Farm Operations, Technology and Training Center at Heartland Farms near Hancock. Built in 2015, the center houses a veritable mission-control room for all things potato. It's filled with computers that communicate with various devices on the farming operation's 22,000 acres, most of which are planted to potatoes destined to become potato chips.

"We mine large quantities of data; it's one of the commodities we have to be as sustainable as possible," he said.

He's been lucky to have been able to combine his interest in technology and data with farming, he said. After graduating from high school he studied computer networking at Northcentral Technical College in Wausau, Wisconsin, and then pursued a degree in business management at the Milwaukee School of Engineering.

"That was a time when agriculture and technology were on a collision course," he said.

That collision course has been a positive thing at Heartland Farms where he and the team use technology and data to make environmentally sound crop-management decisions. They make decisions such as when and how much irrigated water or fertilizer should be applied, and at what temperatures to best harvest potatoes.

His father, Richard Pavelski, had collaborated in the mid-1980s with the National Aeronautics and Space Administration on satellite mapping and variable-rate fertilizer application. At that time Richard Pavelski owned an agricultural-fertilizer business in addition to 50 percent interest in the farm. He had the first variable-rate application equipment in Wisconsin, according to the University of Wisconsin-Wisconsin Institute for Sustainable Technology in Stevens Point.

Heartland Farm currently uses variable-rate irrigation to apply different amounts of water to different soils in the farming operation. The farm also has technology that shows the water-holding capacity of soils. That helps reduce water consumption.

Remote monitoring and gauges provide real-time information; irrigation systems can be turned on and off from the data center. That saves water as well as time; employees would otherwise need to spend driving to those fields to



**LYNN GRODOL, AGRI-VIEW**

Jeremie Pavelski, president of Heartland Farms near Hancock, Wisconsin, stands in one of the farm's potato-storage facilities. It holds 130,000 hundredweight of potatoes, which can be stored to a height of 18 feet.



**LYNN GRODOL, AGRI-VIEW**

Among its many functions the Farm Operations, Technology and Training Center of Heartland Farms houses the company's research and development area as well as a data center for managing 22,000 acres, Heartland Farms specializes in the production of potatoes for the chipping industry.



**LYNN GRODOL, AGRI-VIEW**

scientific about environmental stewardship, said Heather Gayton, owner of Zanibetta Artisan Farms.

"It's gratifying to see a large farm like Heartland be involved in the (watershed-protection) effort," she said. "Our members are learning and growing together; it's an inclusive group."

**HEARTLAND FARMS' IRRIGATION SYSTEMS** feature drop nozzles to enable faster water application and less evapotranspiration.



**LYNN GRODOL, AGRI-VIEW**



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A device monitors rainfall information and transmits data on moisture levels to the farm's data center. That enables the farm team to turn on and off irrigation systems from that remote location, saving water and time.

During a visit of Heartland Farms she said was impressed by the "war rooms" and how the irrigation systems are monitored there. The company has

incorporated many technologies that complement that conservation practices.

Photo: see HEARTLAND, Page A4

**INSIDE**

- SECTION B LIVESTOCK:** bridge boasts barn rebuilding
- SECTION C EDGE OF AG:** dairy attracts social visitors
- SECTION D CROPS:** team leaving fields with good numbers
- SECTION E DAIRY:** cheese reigns over festival
- SECTION G MARKETS**



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**CELEBRATE ALL SOULS!**



**JASON MALONEY, FOR AGRI-VIEW**

Whimsical Halloween creatures hitch a ride on a beautiful old farm truck. All Hallow's Eve is the night before a day of celebration — whether it's called All Saints' Day, All Hallow's Day, the Feast of All Saints, the Feast of All Hallowes, the Solemnity of All Saints or Hallowmas, the day is intended to honor all good souls.

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*Thank You Farmers!*

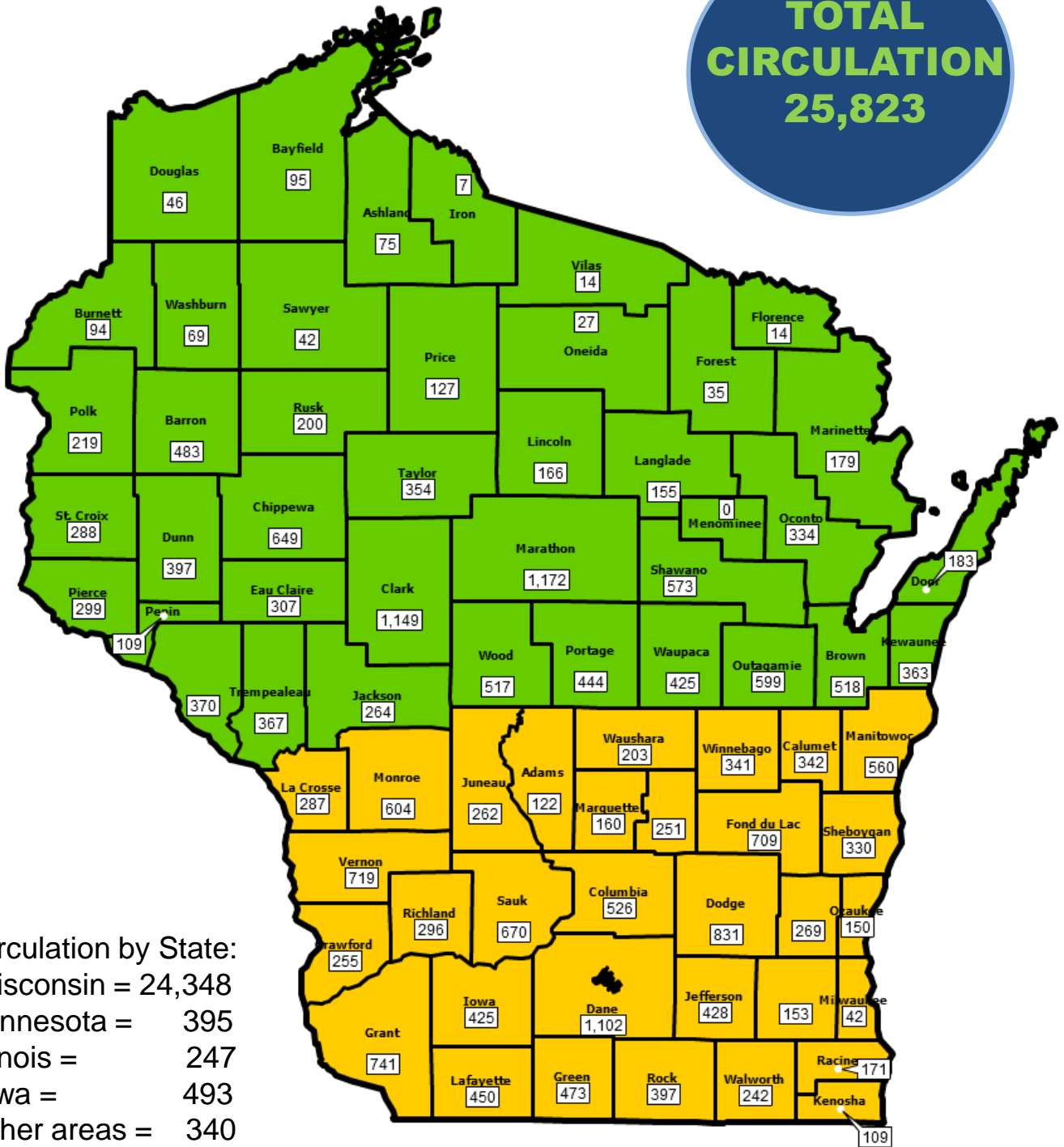
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Pray for America!

publication represented by J.L. Farmakis, Inc.

# CIRCULATION MAP

**TOTAL  
CIRCULATION  
25,823**



Circulation by State:  
 Wisconsin = 24,348  
 Minnesota = 395  
 Illinois = 247  
 Iowa = 493  
 Other areas = 340

# CIRCULATION BY COUNTY

<u>County</u>	<u>Circulation</u>
Adams	122
Ashland	75
Barron	483
Bayfield	95
Brown	518
Buffalo	370
Burnett	94
Calumet	342
Chippewa	649
Clark	1149
Columbia	526
Crawford	255
Dane	1102
Dodge	831
Door	183
Douglas	46
Dunn	397
Eau Claire	307
Florence	14
Fond du Lac	709
Forest	35
Grant	741
Green	473
Green Lake	251

<u>County</u>	<u>Circulation</u>
Iowa	425
Iron	7
Jackson	264
Jefferson	428
Juneau	262
Kenosha	109
Kewaunee	363
La Crosse	287
Lafayette	450
Langlade	155
Lincoln	166
Manitowoc	560
Marathon	1172
Marinette	179
Marquette	160
Menominee	0
Milwaukee	42
Monroe	604
Oconto	334
Oneida	27
Outagamie	599
Ozaukee	150
Pepin	109
Pierce	299

<u>County</u>	<u>Circulation</u>
Polk	219
Portage	444
Price	127
Racine	171
Richland	296
Rock	397
Rusk	200
St. Croix	288
Sauk	670
Sawyer	42
Shawno	573
Sheboygan	330
Taylor	354
Trempealeau	367
Vernon	719
Vilas	14
Walworth	242
Washburn	69
Washington	269
Waukesha	153
Waupaca	425
Waushara	203
Winnebago	341
Wood	517

## Breakout By State

WI Circ -	24,348
IL Circ -	247
IA Circ -	493
MN Circ -	395
Other -	340

## Breakout By Edition

All North -	13,623
All South -	12,200
<b>TOTAL =</b>	<b>25,823</b>

# 2023 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Expected Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>	<u>Sections That Run in Every Issue</u>
8/3/23	8/2/23	7/21/23	7/25/23	Local news & information	Crops Dairy Livestock
8/10/23	8/9/23	7/28/23	8/1/23	Local news & information	
8/17/23	8/16/23	8/4/23	8/8/23	Local news & information	
8/24/23	8/23/23	8/11/23	8/15/23	Ag Extra (T)	
8/31/23	8/30/23	8/18/23	8/22/23	Local news & information	
9/7/23	9/6/23	8/25/23	8/29/23	Farm Safety (B)	
9/14/23	9/13/23	9/1/23	9/5/23	Farm Safety (B)	
9/21/23	9/20/23	9/8/23	9/12/23	Farm Safety (B) / Ag Extra (T)	
9/28/23	9/27/23	9/6/23	9/13/23	World Dairy Expo (T)	
		9/15/23	9/19/23	Farm Safety (B)	
10/5/23	10/4/23	9/22/23	9/26/23	National 4-H Week (B) / Calf Care (B)	
10/12/23	10/11/23	9/29/23	10/3/23	Dairy Herd Health (B)	
10/19/23	10/18/23	10/5/23	10/9/23	Ag Extra (T)	
10/26/23	10/25/23	10/13/23	10/17/23	Local news & information	
11/2/23	11/1/23	10/11/23	10/18/23	Farm Construction (T)	
		10/20/23	10/24/23	Local news & information	
11/9/23	11/8/23	10/18/23	10/25/23	PDPW Dairy's Bottom Line (QF)	
		10/27/23	10/31/23	Local news & information	
11/16/23	11/15/23	11/2/23	11/6/23	Ag Extra (T)	
11/23/23	11/22/23	11/10/23	11/14/23	Local news & information	
11/30/23	11/29/23	11/17/23	11/21/23	Local news & information	
12/7/23	12/6/23	11/24/23	11/28/23	Crop Variety - Soybeans (B)	
12/14/23	12/13/23	12/1/23	12/5/23	Crop Variety - Corn (B)	
12/21/23	12/20/23	11/29/23	12/6/23	PDPW Dairy's Bottom Line (QF)	
		12/8/23	12/12/23	Local news & information	
12/28/23	12/27/23	12/15/23	12/19/23	Local news & information	

QF = Quarterfold - B = Broadsheet - BE = Broadsheet Extra - T = Tab

All closing dates listed are for ROP (run of press) placements. All insert and Cover Wrap materials are due three weeks prior to the issue date.



# 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Expected Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>	<u>Sections That Run in Every Issue</u>
1/4/24	1/3/24	12/22/23	12/26/23	Local news & information	Crops Dairy Livestock
1/11/24	1/10/24	12/29/23	1/2/24	Dairy Management (B)	
1/18/24	1/17/24	1/5/24	1/9/24	Local news & information	
1/25/24	1/24/24	1/12/24	1/16/24	Auctioneers in Action	
2/1/24	1/31/24	1/19/24	1/23/24	Local news & information	
2/8/24	2/7/24	1/26/24	1/30/24	Local news & information	
2/15/24	2/14/24	2/2/24	2/6/24	Dairy Management (B) FFA Week (B)	
2/22/24	2/21/24	1/31/24	2/7/24	<b>PDPW Dairy's Bottom Line (QF)</b>	
		2/9/24	2/13/24	Local news & information	
2/29/24	2/28/24	2/16/24	2/20/24	Eau Claire Farm Show (B)	
3/7/24	3/6/24	2/23/24	2/27/24	Local news & information	
3/14/24	3/13/24	3/1/24	3/5/24	Dairy Management (B) Kuhn North America (B)	
3/21/24	3/20/24	3/8/24	3/12/24	Wisconsin Public Service (T)	
3/28/24	3/27/24	3/15/24	3/19/24	Local news & information	
4/4/24	4/3/24	3/22/24	3/26/24	Local news & information	
4/11/24	4/10/24	3/29/24	4/2/24	Local news & information	
4/18/24	4/17/24	4/5/24	4/9/24	Hay & Forage Preview (B)	
4/25/24	4/24/24	4/12/24	4/16/24	Local news & information	
5/2/24	5/1/24	4/19/24	4/23/24	Dairy Management (B)	
5/9/24	5/8/24	4/26/24	4/30/24	Local news & information	
5/16/24	5/15/24	5/3/24	5/7/24	Local news & information	
5/23/24	5/22/24	5/10/24	5/14/24	Local news & information	
5/30/24	5/29/24	5/17/24	5/21/24	June Dairy Month (T)	
6/6/24	6/5/24	5/24/24	5/28/24	Dairy Management (B)	
6/13/24	6/12/24	5/22/24	5/29/24	<b>PDPW Dairy's Bottom Line (QF)</b>	
		5/31/24	6/4/24	Local news & information	
6/20/24	6/19/24	6/7/24	6/11/24	Local news & information	
6/27/24	6/26/24	6/14/24	6/18/24	Local news & information	
7/4/24	7/3/24	6/21/24	6/25/24	Local news & information	
7/11/24	7/10/24	6/28/24	7/2/24	Local news & information	
7/18/24	7/17/24	7/5/24	7/9/24	Local news & information	
7/25/24	7/24/24	7/12/24	7/16/24	Local news & information	

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8/1/24	7/31/24	7/19/24	7/23/24	Local news & information	Crops Dairy Livestock
8/8/24	8/7/24	7/26/24	7/30/24	WI Farm Tech Days (T)	
8/15/24	8/14/24	8/2/24	8/6/24	Local news & information	
8/22/24	8/21/24	8/9/24	8/13/24	Local news & information	
8/29/24	8/28/24	8/16/24	8/20/24	Local news & information	
9/5/24	9/4/24	8/23/24	8/27/24	Farm Safety (B)	
9/12/24	9/11/24	8/30/24	9/3/24	Farm Safety (B)	
9/19/24	9/18/24	9/6/24	9/10/24	Farm Safety (B)	
9/26/24	9/25/24	8/31/24	9/11/24	World Dairy Expo (T)	
		9/13/24	9/17/24	Farm Safety (B)	
10/3/24	10/2/24	9/20/24	9/24/24	4-H Week (B)	
10/10/24	10/9/24	9/27/24	10/1/24	Dairy Management (B)	
10/17/24	10/16/24	10/4/24	10/8/24	Local news & information	
10/24/24	10/23/24	10/11/24	10/15/24	Local news & information	
10/31/24	10/30/24	10/18/24	10/22/24	Farm Construction (T)	
11/7/24	11/6/24	10/12/24	10/23/24	PDPW Dairy's Bottom Line (QF)	
		10/25/24	10/29/24	Local news & information	
11/14/24	11/13/24	10/31/24	11/4/24	Local news & information	
11/21/24	11/20/24	11/8/24	11/12/24	Local news & information	
11/28/24	11/27/24	11/15/24	11/19/24	Local news & information	
12/5/24	12/4/24	11/22/24	11/26/24	Local news & information	
12/12/24	12/11/24	11/29/24	12/3/24	CROP VARIETIES - SOYBEAN (B)	
12/19/24	12/18/24	11/23/24	12/4/24	PDPW Dairy's Bottom Line (QF)	
		12/6/24	12/10/24	CROP VARIETIES - CORN (B)	
12/26/24	12/25/24	12/13/24	12/17/24	Local news & information	

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# AD SPECS

## Spec Measurements

### Color Specs:

CMYK

Maximum Ink Density: 240%

All black print must be 100% true black, not a 4C-processed black.

**Font Sizes:** Minimum point size for reverse type with a process color fill requires Sans Serif Type, 11 pt. bold or Serif Type, 13 pt. bold for typeface font size

### Ad Sizes (width x height)

1/4 Tab Page =	3 col (4.8889") x 5.50" - Vert
	4 col (6.5556") x 4.25" - Horiz
1/4 Broadsheet Page =	3 col (4.8889") x 11" - Vert
	6 col (9.8889") x 5.50" - Horiz
1/2 Tab Page =	3 Col (4.8889") x 13" - Vert
	5 col (8.2223") x 6.50" - Horiz
1/2 Broadsheet Page =	3 col (4.8889") x 21.50" - Vert
	6 col (9.8889") x 10.50" - Horiz
Jr. Page =	4 col (6.5556") x 10"
Tab Page =	5 col (8.2223") x 13"
Full Broadsheet Page =	6 col (9.8889") x 21.50"
Jr. Page Spread =	14.2223" x 10"
Tab Page Spread =	17.5557" x 13"
Full Broadsheet Spread =	20.889" x 21.5"

### Column Measurements:

1 column =	1.5556"
2 columns =	3.2223"
3 columns =	4.8889"
4 columns =	6.5556"
5 columns =	8.2223"
6 columns =	9.8889"

### Hard Copy Address

707 South 13th Street  
Tekamah, NE 68061  
Attn: Paula Denton

### MEDIA REQUIREMENTS / ACCEPTED FORMATS

All ads should be submitted as press-ready PDF files. Supporting graphics should be saved in formats that can be opened by Photoshop and/or Illustrator. Use only Postscript fonts. All fonts and images must be embedded.

Files less than 5mb can be emailed to: [paula.denton@lee.net](mailto:paula.denton@lee.net) and cc to: [anne@jlfarmakis.com](mailto:anne@jlfarmakis.com)  
Files larger than 5MB can be sent via WeTransfer (a free internet service): [www.WeTransfer.com](http://www.WeTransfer.com)

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