

2024 MEDIA KIT

FARM & RANCH GUIDE

Frequency

Bi-Weekly (Friday)

Circulation

26,567

In-State Editors

3

ROP Splits

By Pre-Set Zone

By County

By Zip-Center

By Demographic

Insert Splits

By County, Zip-Center

By Demographic



FARM & RANCH GUIDE
Friday, October 20, 2023 farmandranchguide.com \$2 Vol. 44, No. 13

- Shipping industry struggles to adapt to conditions *pg. 17*
- Building a soil health community in western Minnesota *pg. 22*
- AI brings precision to modern weed control *pg. 27*

A Message to Share

Stetson Urlacher running for national FFA officer

By SUE ROESLER
Farm & Ranch Guide

Some 35 FFA leaders from across the nation will vie for one of the national FFA officer positions at the 96th National FFA Convention & Expo in Indianapolis, Ind., on Nov. 1-4.

North Dakota's national FFA officer candidate for 2023-24 is Stetson Urlacher, a longtime member of the New England FFA chapter in southwestern North Dakota, a college student studying agriculture education at NDSU Fargo, and a Grand Farm employee.

Stetson was the North Dakota FFA state secretary from 2021-22, and in 2022, he was also North Dakota's candidate for a national FFA officer position.

Stetson is going through the extensive process once again at nationals - a thorough interview process with the National FFA Officer Nominating Committee that leads to the officer selections.

"It was a hard decision to decide to run again after the level of involvement I have

URLACHER:
Continued on page 7

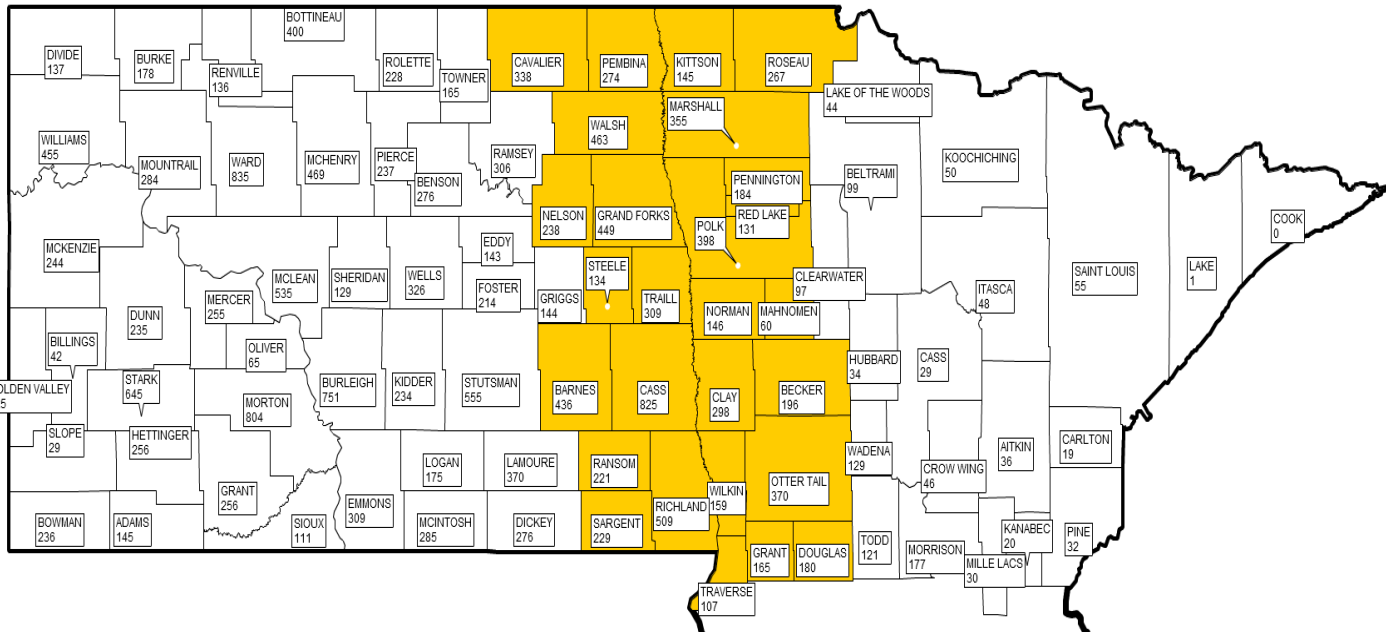


publication represented by J.L. Farmakis, Inc.



CIRCULATION MAP

**TOTAL
CIRCULATION
26,567**



 Red River Valley = 7,586

CIRCULATION BY COUNTY

North Dakota & Minnesota Circulation By County

NORTH DAKOTA

County	Circulation
ADAMS	145
BARNES	436
BENSON	276
BILLINGS	42
BOTTINEAU	400
BOWMAN	236
BURKE	178
BURLEIGH	751
CASS	825
CAVALIER	338
DICKEY	276
DIVIDE	137
DUNN	235
EDDY	143
EMMONS	309
FOSTER	214
GOLDEN VALLEY	125
GRAND FORKS	449
GRANT	256
GRIGGS	144
HETTINGER	256
KIDDER	234
LAMOURE	370
LOGAN	175
MARICOPA	0
MCHENRY	469
MCINTOSH	285
MCKENZIE	244
MCLEAN	535
MERCER	255
MORTON	804
MOUNTRAIL	284
NELSON	238

NORTH DAKOTA

County	Circulation
OLIVER	65
PEMBINA	274
PIERCE	237
RAMSEY	306
RANSOM	221
RENVILLE	136
RICHLAND	509
ROLETTE	228
SARGENT	229
SHERIDAN	129
SIOUX	111
SLOPE	29
STARK	645
STEELE	134
STUTSMAN	555
TOWNER	165
TRAIL	309
WALSH	463
WARD	835
WELLS	326
WILLIAMS	455

ND Total 16,425

MN 4,228

ND 16,425

Other 5,914

TOTAL 26,567

Red River Valley = 7,586

MINNESOTA

County	Circulation
AITKIN	36
BECKER	196
BELTRAMI	99
CARLTON	19
CASS	29
CLAY	298
CLEARWATER	97
COOK	0
CROW WING	46
DOUGLAS	180
GRANT	165
HUBBARD	34
ITASCA	48
KANABEC	20
KITTSOON	145
KOOCHICHING	50
LAKE	1
LAKE OF THE WOODS	44
MAHNOMEN	60
MARSHALL	355
MILLE LACS	30
MORRISON	177
NORMAN	146
OTTER TAIL	370
PENNINGTON	184
PINE	32
POLK	398
RED LAKE	131
ROSEAU	267
SAINT LOUIS	55
TODD	121
TRAVERSE	107
WADENA	129
WILKIN	159

2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

Issue Date	Mail Date	Space Close at 4 PM	Material Close at Noon	Editorial Themes	Sections that Run in Every Issue
1/12/24	1/11/24	12/29/23	1/2/24	KMOT-TV Ag Expo*	Country Living
1/26/24	1/25/24	1/12/24	1/16/24	Planting/Tillage Feature International Crop Expo Feature	Livestock
2/9/24	2/8/24	1/26/24	1/30/24	National FFA Week	Market Watch
2/23/24	2/22/24	2/9/24	2/13/24	Spraying/Chemical Feature	Market Updates
3/8/24	3/7/24	2/23/24	2/27/24	<i>Local News and Information</i>	New Products
3/22/24	3/21/24	3/8/24	3/12/24	Spring Farm Home & Garden Feature	Agri-Tech News
4/5/24	4/4/24	3/22/24	3/26/24	<i>Local News and Information</i>	Producer Progress
4/19/24	4/18/24	4/5/24	4/9/24	<i>Local News and Information</i>	Production News
5/3/24	5/2/24	4/19/24	4/23/24	Beef Month Feature	Your Views & Opinions
5/17/24	5/16/24	5/3/24	5/7/24	<i>Local News and Information</i>	
5/31/24	5/30/24	5/17/24	5/21/24	Hay & Forage Feature	
6/14/24	6/13/24	5/31/24	6/4/24	Youth in Ag Feature	
6/28/24	6/27/24	6/14/24	6/18/24	<i>Local News and Information</i>	
7/12/24	7/11/24	6/28/24	7/2/24	Construction Bonanza Feature	
7/26/24	7/25/24	7/12/24	7/16/24	<i>Local News and Information</i>	
8/9/24	8/8/24	7/26/24	7/30/24	Career Paths Feature Grain Handling Feature	
8/23/24	8/22/24	8/9/24	8/13/24	Big Iron*	
9/6/24	9/5/24	8/23/24	8/27/24	Big Iron (At the Show Edition)	
9/20/24	9/19/24	9/6/24	9/10/24	Big Iron (Post Show Edition)	
10/4/24	10/3/24	9/20/24	9/24/24	Pork Month Feature	
10/18/24	10/17/24	10/4/24	10/8/24	<i>Local News and Information</i>	
11/1/24	10/31/24	10/18/24	10/22/24	<i>Local News and Information</i>	
11/15/24	11/14/24	11/1/24	11/5/24	Locally Grown - North Dakota Products NDAA Northern Ag Expo Preview	
11/29/24	11/28/24	11/15/24	11/19/24	<i>Local News and Information</i>	
12/13/24	12/12/24	11/29/24	12/3/24	<i>Local News and Information</i>	
12/27/24	12/26/24	12/15/23	12/19/23	2025 LIVESTOCK GUIDE**	

All closing dates listed are for ROP (run of press) placements.

* **Special pullout feature**

****Special supplement - date may shift based on weather conditions and harvest results. Rates and deadlines differ from ROP issues - call for details.**

Editorial Themes & Sections are subject to change

All insert and Cover Wrap materials are due three weeks prior to the issue date.



publication represented by J.L. Farmakis, Inc.



J.L. FARMAKIS, INC.
LOCAL MEDIA THAT MOVES FARMERS

AD SPECS

Spec Measurements

Colors Available: Black & white, 4-Color process

Maximum Ink Density: 240%

Color Specs: CMYK

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

Please be sure to check the manner in which color ads are saved.

All 4-color artwork **MUST** be saved as CMYK (never RGB).

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 Page Horizontal = 4.77" x 5."

1/4 Page Vertical = 2.33" x 10"

1/2 Page Horizontal = 9.67" x 5"

1/2 Page Vertical = 4.77" x 10"

Jr. Page = 7.22" x 8.5"

Full Page = 9.67" x 10"

Jr. Page Spread = 14.986" x 8.5"

Full Page Spread = 19.875" x 10"

Column Measurements:

1 column = 2.33"

2 columns = 4.77"

3 columns = 7.22"

4 columns = 9.67"

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** and cc to: **anne@jlfarmakis.com**. Files larger than 5MB can be sent via WeTransfer (a free internet service): www.WeTransfer.com

Ask your Farmakis Sales Representative about Cover Wraps, Inserts, Sponsorships, and other high impact units.

