

Bee Culture's Rate Card

When You Don't Advertise, A Terrible Thing Happens . . . Nothing!

Who We Are . . .

Bee Culture was started in 1873 by Amos Ives Root in Medina, Ohio. A standard in the beekeeping industry today, the editorial focus is primarily on beginning and inexperienced beekeepers, the hobbyists and sideliners of America.

Basic how-to beekeeping is our mainstay, but articles on honey plants, pollination, marketing, do-it-yourself building, and personality and business profiles appear regularly.

Bee Culture also offers political studies on the issues of production, government programs and honey marketing; and, of course, industry news, events and editorial

Circulation . . .

Rate Base: 12,000

Newstand Price: \$3.50

Audit: Circulation information independently verified by Meaden & Moore Accounting Firm.

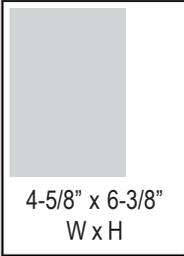
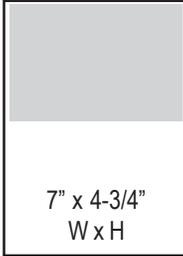
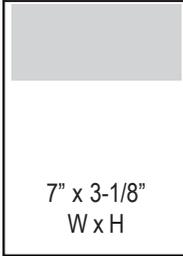
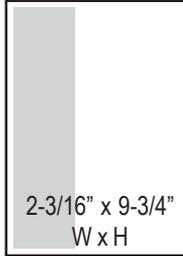
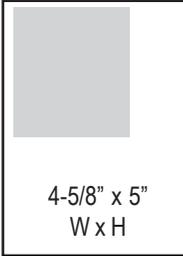
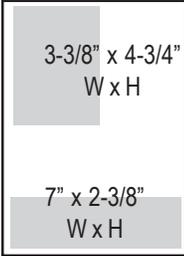
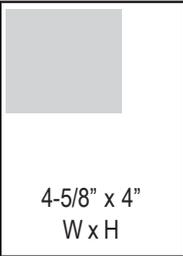
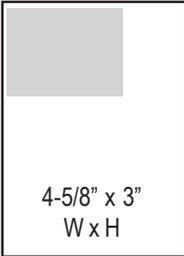
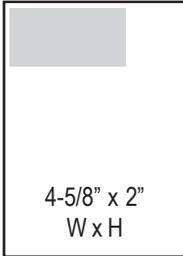
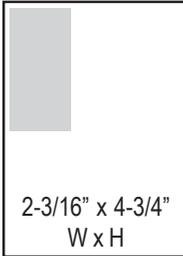
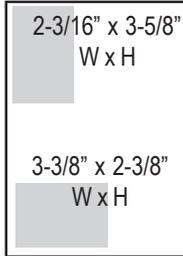
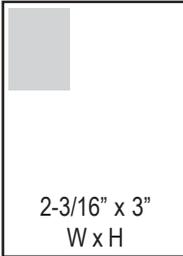
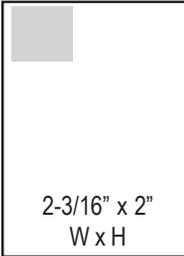
Rate Information . . .

Following is a chart of rates per month, depending on length of insertion.

SIZE	BLACK ONLY			COLOR COSTS AN ADDITIONAL
	1X	6X	12X	
1 Col. by 1 inch	\$50.00	\$45.00	\$40.00	\$30.00
1 Col. by 2 inch	\$75.00	\$67.00	\$60.00	\$30.00
1 Col. by 3 inch	\$115.00	\$104.00	\$92.00	\$30.00
1/8 Page	\$125.00	\$113.00	\$100.00	\$35.00
1/6 Page	\$170.00	\$153.00	\$136.00	\$35.00
2 Col. by 2 inch	\$155.00	\$140.00	\$124.00	\$35.00
2 Col. by 3 inch	\$225.00	\$203.00	\$180.00	\$35.00
2 Col. by 4 inch	\$275.00	\$248.00	\$220.00	\$35.00
2 Col. by 5 inch	\$350.00	\$315.00	\$280.00	\$35.00
1/4 Page	\$275.00	\$248.00	\$220.00	\$50.00
1/3 Page	\$350.00	\$315.00	\$280.00	\$50.00
1/2 Page	\$450.00	\$405.00	\$360.00	\$50.00
Full Page	\$825.00	\$743.00	\$660.00	\$50.00

Mechanicals . . .

- Trim size: 8-3/8" x 10-7/8"
- Body copy printed on 40# offset paper
- Cover is 70# glossy stock.
- Outside front and back - full color
Inside front and back - black & white only
- Inserts and blow-ins are welcomed and can be supplied by the advertiser or printed by the publisher. Cost is determined by size, colors, etc. Contact Advertising Department with specifications.
- Minimum Size Ad: 1 column (2-3/16") x 1".
- We cannot bleed off bottom of page on body copy, but can on top, sides, and gutters.

<p>Full page \$825.00</p>  <p>7" x 9-3/4" W x H</p>	<p>1/2 page vertical \$450.00</p>  <p>4-5/8" x 6-3/8" W x H</p>	<p>1/2 page horizontal \$450.00</p>  <p>7" x 4-3/4" W x H</p>	<p>1/3 page vertical \$350.00</p>  <p>7" x 3-1/8" W x H</p>	<p>1/3 page horizontal \$350.00</p>  <p>2-3/16" x 9-3/4" W x H</p>	<p>2 col. x 5-inch \$350.00</p>  <p>4-5/8" x 5" W x H</p>	<p>1/4 page \$275.00</p>  <p>3-3/8" x 4-3/4" W x H</p> <p>7" x 2-3/8" W x H</p>
<p>2 col. x 4-inch \$275.00</p>  <p>4-5/8" x 4" W x H</p>	<p>2 col. x 3-inch \$225.00</p>  <p>4-5/8" x 3" W x H</p>	<p>2 col. x 2-inch \$155.00</p>  <p>4-5/8" x 2" W x H</p>	<p>1/6 page (1/2 col.) \$170.00</p>  <p>2-3/16" x 4-3/4" W x H</p>	<p>1/8 page \$125.00</p>  <p>2-3/16" x 3-5/8" W x H</p> <p>3-3/8" x 2-3/8" W x H</p>	<p>1 col. x 3-inch \$115.00</p>  <p>2-3/16" x 3" W x H</p>	<p>1 col. x 2-inch \$75.00</p>  <p>2-3/16" x 2" W x H</p>

Who We Reach . . . *

How many people read our magazine? We have a rate base of 12,000 subscribers but there's more here than meets the eye. *Bee Culture* enjoys a 25% pass-along readership – more than two of every 10 issues are given to *another* beekeeper to read. This pass-along boosts our readership to nearly 17,000 beekeepers – every month!

But the real secret is that **over 50% of our readers** (that's nearly 6,000 beekeepers) do not subscribe to ANY OTHER BEEKEEPING MAGAZINE! The only way you can reach these avid spending beekeepers is through our pages.

*Information obtained in most recent Reader Survey.

Who Advertises . . .

ONLY HUNDREDS OF FAR-SIGHTED BUSINESSES! Placing an ad in *Bee Culture* puts you in with some pretty good company. Whether you are selling beekeeping equipment or a peripheral item – our readers are buyers and our advertisers will attest to that!

SPECIAL EQUIPMENT: Bee Cool Hive Ventilators, B.J. Sherriff Bee Suits, Pierco, Dakota Gunness, Cowen Mfg. **BEES & QUEENS:** Glenn Apiaries, Rossman Apiaries, Strachan Apiaries, Hawaiian Queen Co., Hardeman Apiaries, Miksa, Wilbanks Apiaries **SUPPLIERS:** Brushy Mountain Bee Farm, Dadant & Sons, Walter T. Kelley, Mann Lake Ltd., Mid-Con Agrimarketing, Maxant Industries, Perma Comb Systems, C.C. Pollen, Ross Rounds, B&B, Betterbee **RELATED:** R.M. Farms Labels, Better Way Wax Melter, Honey Bee Container.

Contract and Copy Regulations . . .

- New customers must prepay with first insertion order.
- Advertisements are acceptable for publication entirely upon representation by Agency/Advertiser, and that they are authorized to publish the contents of the ad. In consideration, the Agency/Advertiser holds the publisher harmless from any judgements, cost, or suits of libel due to the content or product mentioned.
- All advertisements subject to publisher's approval. Publisher reserves the right to cancel an ad, at any time, for any reason.
- Publisher shall not be liable for any damages due to any errors or damage for failure to insert ad, for any reason.
- When the publisher acts as the agent, that is designing and typesetting the ad for the advertiser, the client must submit original material a minimum of 60 days before insert publication date so the final draft can be completed and approved by the advertiser. Ads submitted at later dates will be returned, if possible. **The publisher is not liable for errors in ads not returned to client.**
- Ad *will not* be reinserted without previous permission.
- Rates and other regulations subject to change without notice by the publisher. However, every attempt will be made to give contract advertisers advance notice.
- Placing an advertisement in *Bee Culture* **automatically** makes an Agency/Advertiser liable to all provisions listed herein.

Discounts . . .

- **Recognized Advertising Agencies** receive a 15% discount of gross billing.
- 6 month contracts for display advertising, regardless of size or changes (subject to scheduling) receive a 10% discount.
- 12 month contracts for display advertising, regardless of size or changes (subject to scheduling) receive a 20% discount.
- Advertisers billed at discount rates who **fail to fulfill their contract** will be billed for any difference in contract rate earned.

Web Page Advertising . . .

Reach over 4,000 people/week at www.beeculture.com. Use one of the many *Banner* ads available – Current Issue, Who's Who, Archives and all the rest – with a live link to your web page or email. *PLUS* get a free listing (with live links) on our “The Business of Beekeeping.” Or, check out “The Business of Beekeeping” page for a cost effective way to reach thousands of beekeepers. Call Dawn at 800.289.7668, Ext. 3220 or email at dawn@beeculture.com for more information.

	Jan	Feb	Mar	Apr	May	Jun	Jul
January							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	★	21	22
	23	24	25	26	27	28	29
2000	30	31					

Closing Date . . .

- Insertion orders and/or advertising copy **must** be in our office on the 20th of the month, two months preceding issue release.

Example: For the **March** issue copy must be in our office by **January 20**.

- Any order received **after** closing date will be placed *if possible*, but insertion cannot be guaranteed.
- Orders cannot be cancelled and will be billed after closing.

★ Ads Due

Bee Culture Magazine

Specifications for Digital Ads

In order to efficiently process digital ads, one high-resolution, composite file is the goal. This file can either be an EPS or a TIF for placement in Pagemaker. The following guidelines and specifications were created to assist you in this process.

Preferred file types: EPS files exported from Acrobat and TIF files from Photoshop, Pagemaker, pdf.

When creating your ad, use of a page layout program and creation of a postscript file is highly recommended. Acrobat Distiller can then be used to create a PDF. Exporting an EPS file from Acrobat 4, or saving as an EPS in Acrobat 5 or higher, in this manner will insure all of the fonts will be embedded into your EPS file for placement into Pagemaker.

Ad Construction:

- The document size of the ad must be the same as the desired final size of the ad.
- Any ad that is designed to bleed off the page, should extend at least 1/8" past the trim.
- On full page ads, all vital copy (text or images) should be no closer than 3/16" to the trim.
- Make sure all colors in the color palette are correctly defined as Spot or Process. All RGB, LAB and index colors must be converted to CMYK or the appropriate spot color.
- Do not use rules less than .25 point. (These may not appear in the final product.)

Fonts:

- If you supply an EPS as instructed above, all fonts will automatically be embedded into your file and there will be no need to supply fonts to us.

Graphics:

- All screened graphics (CMYK, Grayscale, Duotone, etc.) should have an effective resolution of 300 DPI.
- All Bitmap graphics (line art) should have an effective resolution of 600 DPI.

Note: When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of only 150 dpi, and significantly reduce quality.

- Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors and substantially increase production time.
- All graphics must be converted to CMYK, Grayscale or Spot color.
- All duotones should be created in a photo manipulation program, such as Photoshop (version 5.02 or higher). Graphics colorized in a page layout program may not print as expected.

Quality Control:

If you are sending your ad on a disk, please be sure to include a color laser proof at 100%.

Acceptable Media:

- C-D-Rom or sent electronically, or loaded to our ftp site (directions will be provided if this method is chosen)

If you need further assistance please contact **Dawn Feagan at 800.289.7668, Ext. 3220.**