



**LONE TREE
PUBLISHING CO.**
P.O. Box 750595 • Topeka KS 66675-0595



**“Wheat Varieties” book
“The Wheat Farmer” newsletter
Advertising Rates and Policies: Call 1-800-753-0302**

Advertising Rates
“Wheat Varieties” book and
“The Wheat Farmer” newsletter



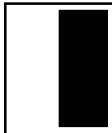


Black & White

Full page	\$395
1/2 page	\$295
1/4 page	\$195
1/8 page (business card)	\$125

Volume Discounts

No. of ads	Discount
1-3	0%
4-5	10%
6 or more	15%

Display Ad Dimensions

	Full page 7" x 10"
	1/2 page 7" x 5"
	1/2 page 3 1/2" x 10"
	1/4 page 3 1/2" x 5"
	1/8 page 3 1/2" x 2 1/2"

**“Wheat Varieties” book
Ad copy deadline:
July 15, 2007**

**“The Wheat Farmer”
newsletter
Ad copy deadlines:
The 30th of the month prior to
month of publication
(for example, ad copy
due May 30 for June issue)**

Note: For the June issue, you can place an ad as late as June 5.

General Policies:

- Advertising material will be discarded one year from last date of insertion.
- No changes or cancellations accepted after closing date.
- Editorial-style copy will be labeled with the word "advertisement."
- We can typeset your ad at no charge.
- All advertising copy is subject to publisher's approval. We reserve the right to refuse copy.
- It is understood and agreed that all orders must conform with the conditions set forth above. We reserve the right to eliminate from all orders any clauses that do not comply.
- Orders accepted at rates prevailing when order is placed and confirmed.
- All payments must be in U.S. currency.
- Publisher reserves the right to hold an advertiser and/or its agencies jointly and severally liable for payments due. All advertising agencies are considered the legal agent of the advertiser.
- Our liability on any advertisement is limited to the net space cost of that advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for all claims arising therefrom made against the publisher.