

# Farm and Ranch

## HEARTLAND EXPRESS

7/15/2009

P.O. Box 415 - 21 West 21st Ste. 010 - Kearney, NE 68847 - (800) 658-3191 - Fax (308) 234-5936

Farm and Ranch's *Heartland Express* is Nebraska's only locally owned and operated Ag Newspaper. This publication is mailed directly to verified ag producers in Nebraska. Each edition maintains at least a 50/50 mix of advertising and editorial content. By maintaining the mixture, it ensures this publication is a useful tool for both producers and advertisers. **Celebrating our 19th year in 2009!**

### Featured Sections In Every Issue:

- Weather • Country News • Ag Management • Production News • Livestock News • The Lighter Side • Schedule of Events • Weekly Ag-Market Breakdown • Classified Advertising • Washington News

### Every Issue Features News From:

- UNL Cooperative Extension • Statewide Ag News • IANR News & Information • Nebraska 4-H News and Information • Ak-Sar-Ben News and Information • USDA News Wire • Department of Ag News Wire • Associated Press • Accuweather Forecasting • Commodity News

✓ **Published Biweekly**

✓ **Spot and Full Color Available**

**Business Card**  
(1 Unit)  
(3<sup>1</sup>/<sub>8</sub>" x 1<sup>7</sup>/<sub>8</sub>")

Business Card: **\$58**

**Business Card x Half**  
(1.5 Unit)  
(3<sup>1</sup>/<sub>8</sub>" x 2<sup>7</sup>/<sub>8</sub>")

Business Card & a Half: **\$87**

**2 x 1** (2 Unit)  
(3<sup>1</sup>/<sub>8</sub>" x 3<sup>7</sup>/<sub>8</sub>")

2 x 1: **\$116**

**3 x 1** (3 Unit)

Vertical  
(3<sup>1</sup>/<sub>8</sub>" x 5<sup>7</sup>/<sub>8</sub>")  
Horizontal  
(10<sup>1</sup>/<sub>4</sub>" x 1<sup>7</sup>/<sub>8</sub>")

3 x 1: **\$174**

**4 x 1** (4 Unit)

Vertical  
(3<sup>1</sup>/<sub>8</sub>" x 7<sup>3</sup>/<sub>4</sub>")  
Horizontal  
(6<sup>3</sup>/<sub>4</sub>" x 3<sup>7</sup>/<sub>8</sub>")

4 x 1: **\$232**

**Quarter Page** (6 Unit)  
Vertical  
(5<sup>1</sup>/<sub>16</sub>" x 7<sup>3</sup>/<sub>4</sub>")  
Horizontal  
(10<sup>1</sup>/<sub>4</sub>" x 3<sup>7</sup>/<sub>8</sub>")

Quarter Page: **\$338**

**4 x 2** (8 Unit)  
(6<sup>3</sup>/<sub>4</sub>" x 7<sup>3</sup>/<sub>4</sub>")

4 x 2: **\$445**

**Half Page Horiz.**  
(12 Unit)  
(10<sup>1</sup>/<sub>4</sub>" x 7<sup>3</sup>/<sub>4</sub>")

Half Page: **\$647**

**Half Page Vert.**  
(12 Unit)  
(5<sup>1</sup>/<sub>16</sub>" x 15<sup>3</sup>/<sub>4</sub>")

Half Page: **\$647**

**Full Page** (24 Unit)  
(10<sup>1</sup>/<sub>4</sub>" x 15<sup>3</sup>/<sub>4</sub>")

Full Page: **\$1253**



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### 2009 Heartland Express Publication Dates

PRINT DATE	CUT OFF DATE	EMPHASIS
01/08/09	01/01/09	Buildings & Homes; Farm Shows; NAFM
01/22/09	01/15/09	Alfalfa Expo; Scottsbluff and North Platte Farm Shows
02/05/09	01/29/09	Bull Bash; Cattleman's Classic
02/19/09	02/12/09	Triumph of Ag; Spring Prep & Tillage; Seed Supreme, FFA Dist. 6 & 7
03/05/09	02/26/09	Planting Issue; Spring Car Care; FFA Dist. 1 & 3
03/19/09	03/12/09	College; FFA Dist. 5 & 8
04/02/09	03/26/09	Shop Hop; Const. Maintenance; FFA Dist. 10 & 12
04/16/09	04/09/09	FFA Dist. 4 & 9
04/30/09	04/23/09	FFA Dist. 2 & 11; Beef Month
05/14/09	05/07/09	Nebraskaland Days; Rodeo; Irrigation
05/28/09	05/21/09	NE Ranch Expo; Hay & Forage
06/11/09	06/04/09	County Fairs; Rodeo
06/25/09	06/18/09	County Fairs; Rodeo
07/09/09	07/02/09	County Fairs; Rodeo; Quilt NE
07/23/09	07/16/09	County Fairs; Rodeo
08/06/09	07/30/09	State Fair Preview; Gudmundson; Wheat Results
08/20/09	08/13/09	Husker Harvest Days; Rodeo
09/03/09	08/27/09	Car Care; Farm Safety; Rodeo
09/17/09	09/10/09	FFA Insert; Hunting Preview; B&B; Threads
10/01/09	09/24/09	Pork Month; Fall Irrigation
10/15/09	10/08/09	Gateway Farm Expo
10/29/09	10/22/09	McCook Farm Expo; FFA Dist. 3, 6 & 10
11/12/09	11/05/09	FFA Dist. 5, 9 & 12
11/26/09	11/19/09	FFA Dist. 1 & 2; Soybean/Sorghum; Parts & Service; Farm Power Show
12/10/09	12/03/09	FFA Dist. 7 & 8; Corn Results; Tax Prep; Benson; Home Shows
12/24/09	12/17/09	FFA Dist. 4 & 11; Buildings & Home; Farm Shows

**Call us at (308) 236-5024 or  
Toll Free: 1-800-658-3191**

