

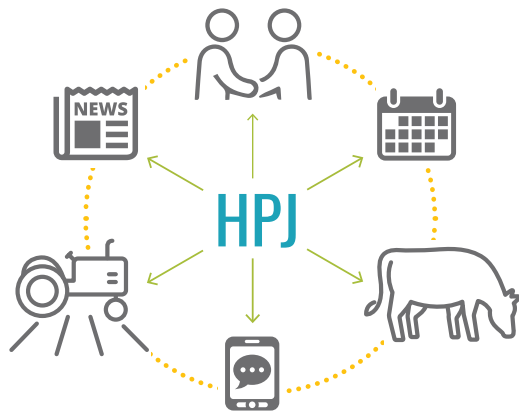


HIGH PLAINS
JOURNAL™
2021 MEDIA KIT



OUR DIFFERENCE

High Plains Journal offers you a connection and experience with your consumers that has both local touch with national resource and reach.



- **PURCHASING POWER** | 68% of producers say Print is #1 source for purchasing information (Agri-Media Committee 2020)
- **ALWAYS RELEVANT** | Since COVID-19 and absence of live in-person events (Purdue 2020)
 - 36% of producers say Print farm publications are #1 source for information
 - 19% of producers use or will use Online Webinar for information (#2)
- **MULTI-PLATFORM** | Leverage HPJ's scope of services to reach a diverse ag marketplace.

When Farmers and Ranchers make decisions, they lean on resources they trust. HPJ's relationship with producers has guided product and service development to best suit their needs and prove why our partnership can help you engage the marketplace and remain relevant.



PRINT

Reach
75,000+/week



DIGITAL/MOBILE

Portfolio of
services



EVENTS

Interact with
producers

HPJ brings you a trusted legacy and proven tools that work together to influence buying choices and yield results for our advertising partners.



PRINT SOLUTIONS

The foundation of HPJ is stronger than ever and positioned to help ensure your advertising dollars produce results.

- **75,000+** | Weekly print impressions to farmers and ranchers.
- **100% PAID CIRCULATION** | Your guarantee of a quality, engaged audience.
- **>140 TIMES PER YEAR** | Number of times a subscriber refers to an HPJ issue.
- **INFLUENCE** | 70% of readers take action on HPJ ads.

DIGITAL SOLUTIONS

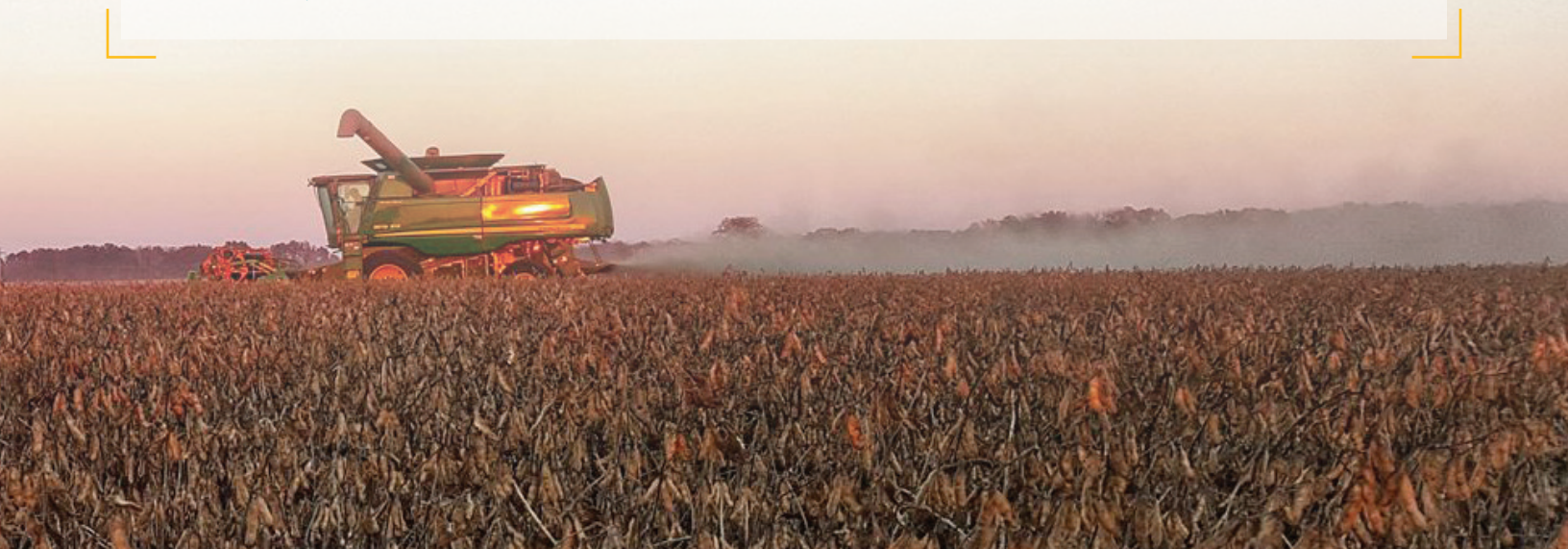
Add ag-expertise to your digital strategy and capitalize on extensive digital marketing experience.

- **MULTI-MEDIA OPPORTUNITY** | Take advantage of HPJ's multimedia platforms and packaged offerings to reach your specific target audience.
- **CUSTOMIZE YOUR SOLUTION** | 180,000+ eNewsletters per month, 1000s HPJclassifieds.com listings, 50,000+ impressions HPJ.com per month, 300+ Ad delivery interexchanges (HPJ+)
- **EXPERIENCE** | HPJ digital team manages 1000s of client campaigns each year delivering 2X the national average CTR.

EVENTS/CUSTOM SOLUTIONS

HPJ event team has facilitated 100s of events and tradeshow across the country.

- **99.67%** of farmers say HPJ events are valuable and needed.
- **94.67%** of attendees would recommend to others and attend again.
- **NEARLY 150 ORGANIZATIONS** participated in HPJ events in the last year.
- **15,000+ HOURS** of client-producer face-to-face time.



PRINT ADS

PREMIUM POSITIONS

BENEFITS OF PREMIUM POSITIONS

- Appears on coated stock
- Color is included in cost
- Sold with first right of refusal in following year

	1x	6x	13x
Back Cover (Full page)	\$7,900	\$6,715	\$6,320
Back Cover (Junior page)	\$7,110	\$6,043	\$5,688
Inside Front Cover (Full page)	\$7,700	\$6,545	\$6,160
Inside Front Cover (Junior page)	\$6,930	\$5,890	\$5,545
Inside Back Cover (Full page)	\$7,200	\$6,120	\$5,760
Inside Back Cover (Junior page)	\$6,580	\$5,593	\$5,264
Cover Wrap (Includes all three cover positions)	\$20,000	\$17,000	\$16,000
Belly Band (Includes inside front cover position)	\$15,000	\$12,750	\$12,000
Multiple Consecutive Pages (½ page or larger)	100% full page rate + 60% additional pages	100% full page rate + 55% additional pages	100% full page rate + 50% additional pages

DISPLAY ADVERTISING RATES

- Coated stock add 35%
- Color, position requests are add-ons

SIZE	1x	6x (10%)	13x (15%)	26x (25%)	53x (40%) <i>HPJ + 1 Supplemental</i>
Full Page	\$4,850	\$4,725	\$4,463	\$3,938	\$3,150
Junior Page	\$4,150	\$3,735	\$3,528	\$3,113	\$2,490
Half Page	\$3,050	\$2,745	\$2,593	\$2,288	\$1,830
Third Page	\$2,600	\$2,340	\$2,210	\$1,950	\$1,560
Quarter Page	\$1,900	\$1,710	\$1,615	\$1,425	\$1,140
Sixth Page	\$1,550	\$1,395	\$1,318	\$1,163	\$930
Eighth Page	\$1,010	\$909	\$859	\$758	\$606



ADD COLOR TO ANY DISPLAY AD -

\$550 for 1/2 page or larger | \$400 for 1/3 page or 1/4 page | \$150 for 1/8 page or smaller

AD ADJACENCY & CUSTOM POSITION REQUESTS

10% PREMIUM

Available monthly – corn, soybean, wheat, sorghum, soil health, alfalfa, cattle and page requests. Customization also available.

COATED STOCK REQUESTS

35% PREMIUM

Limited availability.

FRONT COVER CALLOUT

30% PREMIUM

Available to 1/2 page or larger ad placements

INSERTS OR POLYBAG

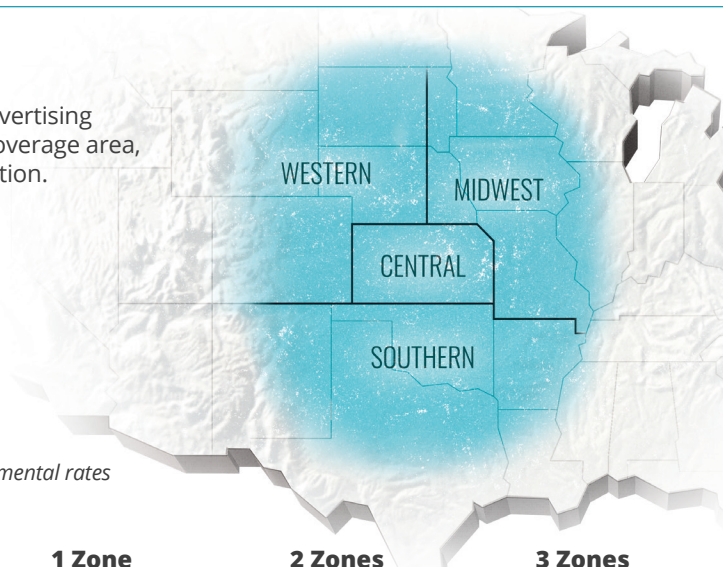
Customer supplied or printed by HPJ. Priced based on number of pages and distribution.

ZONES

If you are restricted to advertising in only a portion of our coverage area, we have regional distribution.

- Central
- Western
- Midwest
- Southern
- Custom Targeting
\$600/split

* Color charges apply. Supplemental rates same as 1 zone rates.



	1 Zone	2 Zones	3 Zones
Full Page	\$2,400	\$3,950	\$5,000
Junior Page	\$1,750	\$3,150	\$3,940
Half Page	\$1,275	\$2,315	\$2,895
Quarter Page	\$800	\$1,440	\$1,800

TESTIMONIALS

We did an internal study during our HPJ cover unit ad campaign and noticed a sizeable spike in sales during those insertions compared to previous years.

—Product Manager, Dekalb

HPJ understands digital. We get the highest click-through rates on our campaigns. If you don't have them handling your digital you are missing a key segment of the market and at least a third of new leads.

—Media buyer, Brush Art

CLASSIFIED ADVERTISING RATES

BENEFITS OF CLASSIFIED

- Complimentary online listing with ad
- Reaches entire HPJ audience

DEADLINE WEDNESDAY 12:00 NOON CST

CLASSIFIED WORD AD RATES

(Minimum 15 words)

Subscriber Rate \$1.50/week/word
Non-Subscriber Rate \$3.40/week/word

Ads included online at hpjclassifieds.com at no additional charge.

WORD AD WITH PHOTO

\$30 additional per week.

WORD AD ENHANCEMENTS

\$5.00 per enhancement:

Bold, *italicize*, underline or strike-through text.

BLIND BOX SERVICE

\$5.00 per week. Replies are mailed weekly.

DESIGN FEE: \$50/hour, 1 hour minimum

CLASSIFIED DISPLAY AD RATES

	1-5 in.	5.1-10 in.	10+ in.
1 week	\$100/col. in.	\$100/col. in.	\$100/col. in.
2-8 weeks	\$65/col. in.	\$60/col. in.	\$55/col. in.
9-26 weeks	\$60/col. in.	\$60/col. in.	\$55/col. in.
27-52 weeks	\$55/col. in.	\$55/col. in.	\$50/col. in.
	+\$50	+\$100	+\$150

SPECIAL FEATURES

SEED GUIDES

Annual seed and crop performance guide developed and produced in partnership with state universities.

WHEAT – Kansas, Oklahoma, Texas, Colorado

CORN – Kansas and Texas

SORGHUM – Kansas and Texas

SOYBEAN – Kansas

AD ADJACENCY

FEATURED CONTENT FROM HIGH PLAINS JOURNAL U-EVENTS.

Published monthly in the following categories:

Soil Health, Cattle, Row Crops, Sorghum, Wheat and Alfalfa. Custom content ad adjacency also available.

SUPPLEMENTALS

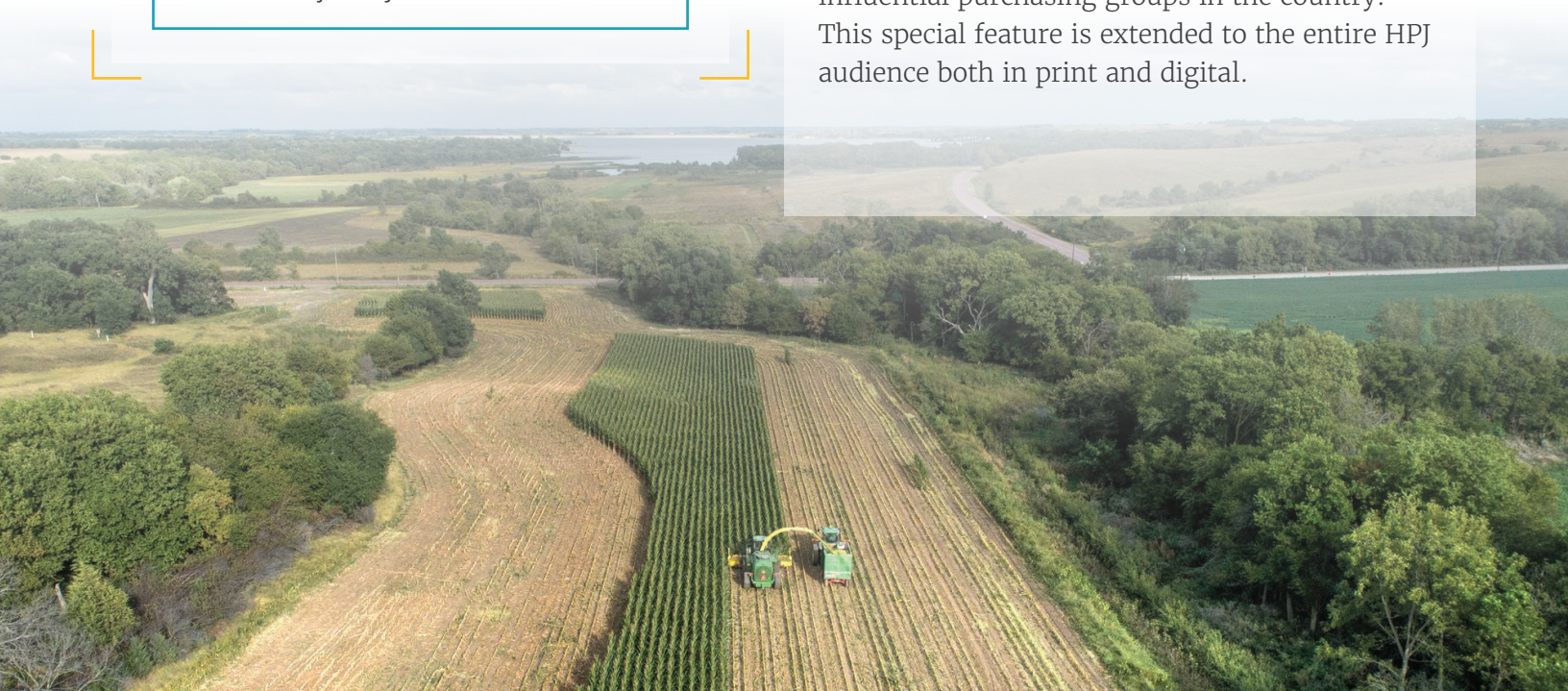
CATTLELOG – Cattlemen's guide to bull-buying, improving profitability, and learning about innovative industry partners. Produced semi-annual, January and September.

FARM SHOWS – Farm show programs or featured sections distributed pre-show to High Plains Journal subscribers along with at the show. Advertisers are also eligible to submit a press release and photo to promote their company.

BIG BOOK – Premier directory of agriculture input and services. Available in both print and online.

AGMART – Featured section that appears 12 issues per year or 1x per month.

LAND JOURNAL – The Land Journal feature showcases ag services, property, auctions and investment opportunities to one of the most influential purchasing groups in the country. This special feature is extended to the entire HPJ audience both in print and digital.



DIGITAL ADS

WEBSITE (hpj.com)



- Reach hpj.com audience wherever they are on their phone, tablet or desktop computer.

Leaderboard \$750/week
Secondary positions \$600/week

HPJ NEWSLETTER (2 Positions)



- Weekly news highlights and access to the current week's digital editions.

Banner \$750
Body \$500

HPJ DIRECT (2 Positions)



- Monthly targeted emails featuring cattle, wheat, alfalfa, sorghum, soil health, and row crops content.

Soil Health \$750
All others \$500

HPJCLASSIFIEDS.COM



- Searchable marketplace for farmers and ranchers.

- Featured dealer packages
- \$4-12 per listing
- Complimentary listing with print ad

BIG BOOK ONLINE DIRECTORY



- SEO optimized directory of ag-related products and services.

Basic \$10/mo
Enhanced \$35/mo
Store Front \$100/mo
HPJ Updates \$150/time

HPJ TALK



- Reach HPJ's loyal audience through our regular podcast with HPJ editors.

\$500/week

HPJ+



- Behaviorally targeted digital ad delivery
- Efficiently target your customer anywhere on the web.

Banner Ad Delivery \$20 CPM
Video Ad Delivery \$35 CPM

CUSTOM EMAIL/TEXT BLAST



\$500 CPM with a \$500 minimum spend

SOCIAL MEDIA INTEGRATION



- Leverage social media channels to reach producers across several platforms.

Single Event \$300/mo
Multiple Events \$250/mo
Facebook \$30 CPM

EVENTS

SIGNATURE EVENTS

Two-day educational events, with trade show included.



JANUARY 20-21, 2021

SALINA, KS

soilhealthu.net



JULY 29-30, 2021

DODGE CITY, KS

cattleu.net

Sponsorships and exhibit booth space available.

SPONSORED EVENTS

Single-day sponsored educational events or series of events.

Custom built events are available upon request.

SORGHUM U

WHEAT U

ALFALFA U

ROW CROP U

COTTON U

Sponsorships and tabletop displays available.

AD SPECS



COVER WRAP
(Includes all 3 cover positions.)
Live: 9.75"x4.5"
Trim: 10.5"x4.5"
Bleed: 11"x4.5"



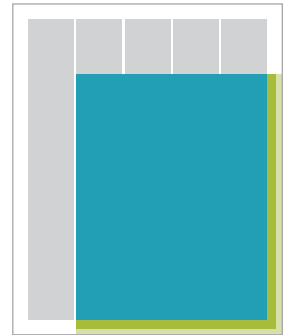
BELLY BAND
(Includes inside front cover position.)
Live: 9.75"x4.5"
Trim: 10.5"x4.5"
Bleed: 11"x4.5"



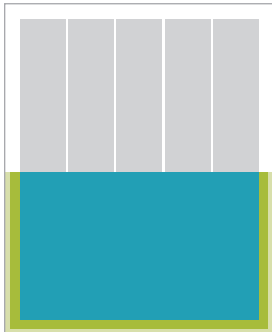
HPJ FULL PAGE
Live: 9.75"x12.25"
Trim: 10.5"x13"
Bleed: 11"x13.5"



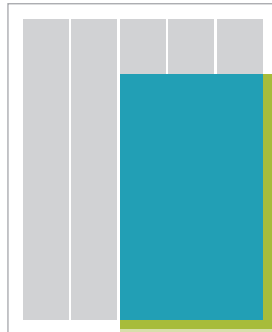
FARM SHOW FULL PAGE
Live: 9.75"x11.25"
Trim: 10.5"x12"
Bleed: 11"x12.5"



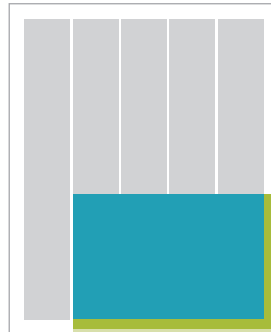
JR PAGE
Live: 7.775"x10"
Trim: 8.15"x10.375"
Bleed: 8.4"x10.625"



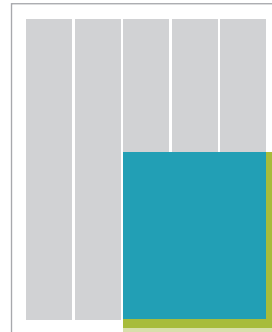
HALF PAGE (H)
Live: 9.75"x6"
Trim: 10.5"x6.375"
Bleed: 11"x6.625"



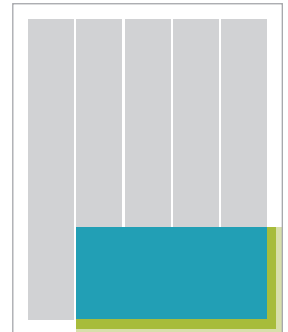
HALF PAGE (V)
Live: 5.8"x10"
Trim: 6.175"x10.375"
Bleed: 6.425"x10.625"



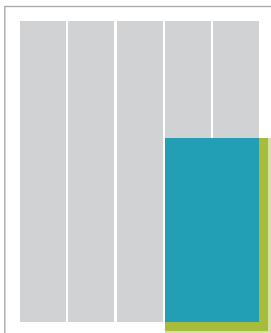
THIRD PAGE (H)
Live: 7.775"x5.1"
Trim: 8.15"x5.475"
Bleed: 8.4"x5.725"



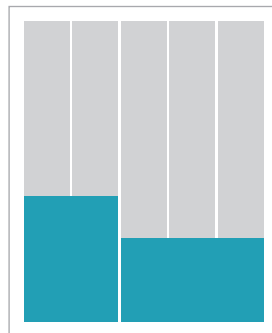
THIRD PAGE (V)
Live: 5.8"x6.8"
Trim: 6.175"x7.175"
Bleed: 6.425"x7.425"



QUARTER PAGE (H)
Live: 7.775"x3.75"
Trim: 8.15"x4.125"
Bleed: 8.4"x4.375"

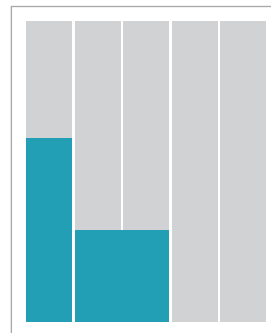


QUARTER PAGE (V)
Live: 3.825"x7.5"
Trim: 4.2"x7.875"
Bleed: 4.45"x8.125"



SIXTH PAGE (H)
5.8"x3.4"

SIXTH PAGE (V)
3.825"x5.11"



EIGHTH PAGE (H)
3.825"x3.75"

EIGHTH PAGE (V)
1.85"x7.5"



AGMART
Single: 4.75"x3.25"
2x Horizontal: 9.75"x3.25"
2x Vertical: 4.75"x6.8297"

SPREADS



FULL PAGE SPREAD

Live: 20.25"x12.25"
Trim: 21"x13"
Bleed: 21.5"x13.5"



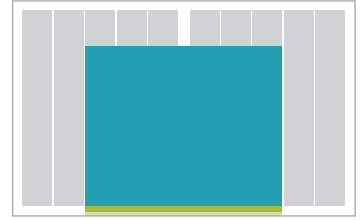
JR PAGE SPREAD

Live: 16.3"x10"
Trim: 16.3"x10.375"
Bleed: 16.3"x10.625"



HALF PAGE (H) SPREAD

Live: 20.25"x6"
Trim: 21"x6.375"
Bleed: 21.5"x6.625"

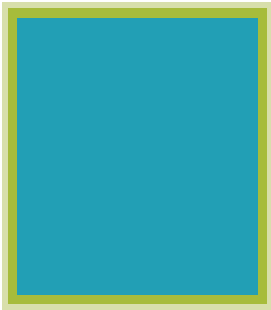


HALF PAGE (V) SPREAD

Live: 12.35"x10"
Trim: 12.35"x10.375"
Bleed: 12.35"x10.625"

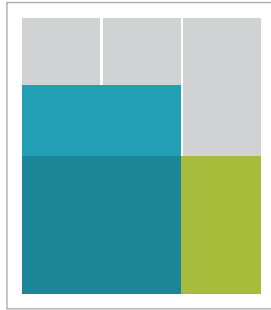
SUPPLEMENTAL ADS

CattleLog, seed guides, Big Book, Land Journal and Farm Shows.



FULL PAGE

Live: 9.75"x11.25"
Trim: 10.5"x12"
Bleed: 11"x12.5"



HALF PAGE (H)

9.75"x5.625"

HALF PAGE (V)

6.4583"x8.5"

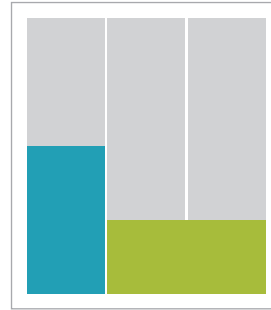


THIRD PAGE (H)

9.75"x3.75"

THIRD PAGE (V)

3.1667"x10.5"



SIXTH PAGE (H)

6.4583"x3"

SIXTH PAGE (V)

3.1667"x6"



TWELFTH PAGE

3.1667"x3"

DIGITAL

POSITIONS

- Leaderboard
728x90(px)
- Medium Rectangle
300x250(px)
- Skyscraper
160x600(px)
- Smartphone Banner
320x50(px)



	Publication Date & Topic	Ad Reservation	Creative	AgMart	Inserts	Insert DEADLINES	Dedicated Pages & Adjacencies	Dedicated Pgs & Adj. DEADLINES
JANUARY	4 Cattle Genetics	Dec. 23	Dec. 28		Cattle Log	Dec. 18		
	11 Soil Health U Preview	Dec. 31	Jan. 4					
	18 Farm Storage & Building	Jan. 8	Jan. 11				Colorado Farm Expo	Jan. 8
	25 Cattle Animal Health	Jan. 15	Jan. 18	Jan. 15				
FEBRUARY	1 Corn Marketing & Finance	Jan. 22	Jan. 25					
	8 Farm Ranching & Marketing	Jan. 29	Feb. 1		Western Farm Show	Jan. 22		
	15 Sorghum Seed Technology	Feb. 5	Feb. 8					
	22 Soil Health Added Value	Feb. 12	Feb. 15	Feb. 13			Triumph of Ag Expo	Feb. 12
MARCH	1 Newsmaker	Feb. 19	Feb. 22				Wichita Falls Farm & Ranch Expo	Feb. 19
	8 Corn Genetics	Feb. 26	Mar. 1		3i Show	Feb. 19		
	15 Wheat Added Value	Mar. 5	Mar. 8				Mid America Farm Expo	March 5
	22 Cattle Vet Supply & Ranch Services	Mar. 12	Mar. 15					
APRIL	29 Soybean Marketing & Finance	Mar. 19	Mar. 22	Mar. 19			Great Bend Expo	March 19
	5 Hay, Forage & Grazing Added Value	Mar. 26	Mar. 26					
	12 Tourism Historic Cattle Towns	Apr. 2	Apr. 5		OKC Farm Show	May 19		
	19 Sorghum Forage	Apr. 9	Apr. 12					
MAY	26 Irrigation	Apr. 16	Apr. 19	Apr. 16				
	3 Soil Health Farm Pond Maintenance & Mgmt	Apr. 24	Apr. 26					
	10 Rural Lifestyle	May 1	May 3					
	17 Wheat Marketing & Finance	May 8	May 10				Four State Farm Show	May 8
JUNE	24 Rural Art	May 15	May 17					
	31 Dairy Cattle	May 21	May 24	May 21				
	7 Equine	May 28	May 31					
	14 Soil Health Technology Cover Crops	Jun. 4	Jun. 7					
JUNE	21 Cotton	Jun. 11	Jun. 14					
	28 Rural America	Jun 18	Jun. 21	Jun. 18	Land Journal	Jun. 11		

Publication Date & Topic	Ad Reservation	Creative	AgMart	Inserts	Insert DEADLINES	Dedicated Pages & Adjacencies	Dedicated Pgs & Adj. DEADLINES
JULY	5 Corn High Moisture & Silage	Jun. 25	Jun. 28				
	12 Cattle U Preview	Jul. 2	Jul. 5				
	19 Specialty Crop	Jul. 9	Jul. 12	OSU Wheat Seed Guide	Jul. 2		
	26 Newsmaker	Jul. 16	Jul. 19				
AUGUST	2 Wheat Genetics	Jul. 23	Jul. 26	KSU Wheat Seed Guide	Jul. 16	Flint Hills Beef Fest	Jul. 23
	9 Farm & Ranch Expansion	Jul. 30	Aug. 2	CSU Wheat Seed Guide	Jul. 23		
	16 Irrigation	Aug. 6	Aug. 9				
	23 Sorghum Added Value Products	Aug. 13	Aug. 16				
SEPTEMBER	30 Hay Forage & Grazing Tech/Genetics	Aug. 20	Aug. 23				
	6 Corn Technology	Aug. 27	Aug. 30			Husker Harvest Days	Aug. 27
	13 Outdoors—Working Dogs/Animals	Sept. 3	Sept. 6	Texas Wheat Seed Guide	Aug. 20		
	20 Cattle Added Value	Sept. 10	Sept. 13	Cattle Log - Fall	Aug. 27	Ozark Fall Farm Fest	Sept 10
OCTOBER	27 Soybean Products & Exports	Sept. 17	Sept. 20				
	4 Ag Solutions	Sept. 24	Sept. 27				
	11 Newsmaker/Water Challenges	Oct. 1	Oct. 4				
	18 Wheat Products & Exports	Oct. 8	Oct. 11				
NOVEMBER	25 Cotton	Oct. 15	Oct. 18				
	1 Cattle—A Look at Markets/Trends	Oct. 22	Oct. 25			Gateway Farm Expo	Oct. 22
	8 Young AgBiz/Entrepreneurs	Oct. 29	Nov. 1	KSU Corn Seed Guide TX Corn Seed Guide	Oct. 8 Oct. 8	McCook Farm Show	Oct. 29
	15 Farm Estate Planning	Nov. 5	Nov. 8	Land Journal	Oct. 15		
DECEMBER	22 Rural Economic Dvlpmt/Infrastructure	Nov. 12	Nov. 15	Amarillo Farm Show	Oct. 22	Wichita Farm Show	Nov. 12
	29 Women in Agriculture	Nov. 19	Nov. 22	Tulsa Farm Show	Nov. 5	NE Power Farming Show	Nov. 19
	6 Soybean Genetics	Nov. 26	Nov. 29	KSU Soybean Seed Guide	Nov. 5		
	13 Hay, Forage & Alfalfa (Alfalfa U Preview)	Dec. 3	Dec. 6	KSU Sorghum Seed Guide TX Sorghum Seed Guide	Nov. 12 Nov. 12		
	20 Antique Machinery	Dec. 10	Dec. 13	Topeka Farm Show	Nov. 19	KNID Agrifest	Dec. 10
	27 Year in Review	Dec. 17	Dec. 18			Big Book	Nov. 26