

Green Magazine • Classic Farm and Tractor

Two magazines for ALL your advertising needs

Advertising dollars are best spent when ads are aimed directly at those who might want your product. That's pretty obvious. But how can you best find and reach such an audience?

If you have a John Deere product, the answer is **Green Magazine**. Ads placed in this full color, monthly publication will reach about 30,000 paid subscribers, all John Deere enthusiasts. Green Magazine's audience is not only enthusiastic, but its subscriber base is one of the largest among specialty tractor publications. Green Magazine, started in 1984, is read by all types of John Deere enthusiasts—including those who collect tractors and implements, literature and memorabilia, toys and even more.

Because of its specific brand focus, **only John Deere items can be advertised in Green Magazine.**

However, if you have a product that would appeal to all tractor enthusiasts, the answer to your advertising needs is **Classic Farm and Tractor**. This publication comes out six times a year and features articles about tractors and machinery of all brands, focusing on the 1960s to 1990s, and also includes advertising for all brands.

Classic Farm and Tractor has a smaller subscription base, but it is growing steadily—and its readers are also enthusiastic about this era of tractors, whether they use them for work or hobby.

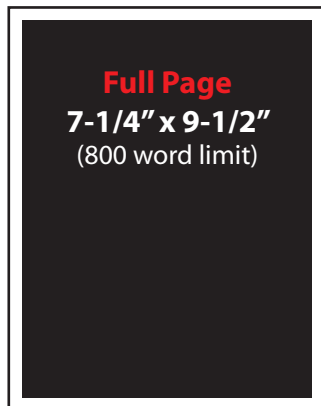
DISPLAY AD DEADLINES:

Green Magazine: 1st of the month

Classic Farm and Tractor:

Jan. 20 • March 20 • May 20 • July 20 • Sept. 20 • Nov. 20

Call 402-643-6269 for more info



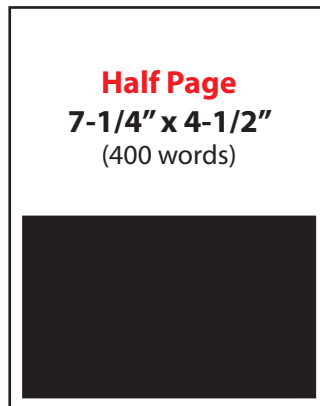
Full Page
7-1/4" x 9-1/2"
(800 word limit)

Green Magazine: \$700.00 B/W

OR \$800.00 full color

Classic Farm and Tractor: \$100.00 B/W

OR \$200.00 full color



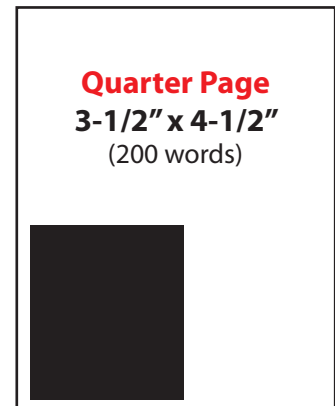
Half Page
7-1/4" x 4-1/2"
(400 words)

GM: \$380.00 B/W

OR \$450.00 full color

Classic Farm and Tractor: \$50.00 B/W

OR \$100.00 full color



Quarter Page
3-1/2" x 4-1/2"
(200 words)

GM: \$200.00 B/W

OR \$250.00 full color

Classic Farm and Tractor: \$25.00 B/W

OR \$50.00 full color

Business Card (actual size)
3-1/2" x 2"
(100 words)

Green Magazine: \$100.00 B/W
OR 125.00 - full color

Classic Farm and Tractor: \$15.00 B/W
OR \$30.00 full color

2 column inch
(actual size)
2-1/4" x 2"
(40 words)

Green Magazine: \$60.00 B/W
OR \$85.00 full color

Classic Farm and Tractor: \$10.00 B/W
OR \$20.00 full color

ONLY John Deere items can be advertised in Green Magazine.

Call if you have questions.

Ads submitted with non-JD items will have to be revised and resubmitted.

BORDERED ADS

Green Magazine: \$30.00 per column inch

Classic Farm and Tractor: \$5.00 per column inch
(20 word limit per column inch)

COLOR

Rates outlined above for full color

Call 402-643-6269 with any questions

••• Cost saving discounts for Green Magazine •••

- **5% Cash discount:** Payment in full by deadline; no bill required
- **5% Camera ready discount:** Ad material must be typeset, clear, in place and at the proper size (do not fax camera ready material)

• 10% 3 time run discount

Payment in full for all three months must accompany ad

CLASSIFIED AD RATES:

Green Magazine: 50 cents per word

(Minimum charge \$5.00)

PHOTOS: \$15.00 black/white photo 1.25 inches wide

\$20.00 color photo 1.25 inches wide

\$40.00 color photo 2.25 inches wide

Classic Farm and Tractor: 10 cents per word

(Minimum charge of \$3.00)

PHOTOS: \$8.00 black/white photo

\$30.00 color photo

PAYMENT:

Ads are to be paid in advance. **Classified ads sent without payment and needing to be billed will be charged a \$4.00 service charge. Ads will run after payment is received.**

Classified ads only will be taken over the phone, if accompanied by a Visa or Mastercard payment. We are not responsible for errors in ads taken over the phone. We are also not responsible for errors in ads received in the mail which are illegible.

CLASSIFIED AD DISCOUNT:

Green Magazine only: 10% discount will be allowed for any ad running in three or more consecutive issues. No copy changes will be allowed for any ad running in consecutive issues. Payment for the entire length of time the ad is to run should accompany the ad.

CLASSIFIED AD DEADLINES:

Green Magazine: **5th of each month** for the next issue

Classic Farm and Tractor:

Jan. 20 • March 20 • May 20 • July 20 • Sept. 20 • Nov. 20

Ads received after these deadlines will be held for the next issue of each publication.

OTHER AD INFORMATION:

ONLY John Deere items can be advertised in Green Magazine.

Display ads will not be taken over the phone.

Do not send camera ready material to us via fax.

When preparing display ads, please take note of the word limits. We can only get so many words into a given area and still make a readable ad. If ads exceed the word limits, you will be billed for the extra space.

We do not send checking copies or tearsheets. For a copy of the issue in which your ad appears, send \$5.00 for a single issue of Green Magazine or Classic Farm and Tractor.

Ads will not be printed which are considered offensive, have been proven to be dishonest or come from competing publications or organizations.

PUBLICATION DATES:

Green Magazine is mailed by the first of each month

Classic Farm and Tractor goes out about the 15th every

other month in February, April, June, August,

October and December

Reminder: ONLY John Deere items can be advertised in Green Magazine

For more ad information about either Green Magazine or Classic Farm and Tractor, contact us by mail, e-mail or phone.

Green Magazine

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Ph. 402-643-6269

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CLASSIC FARM AND TRACTOR

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