

cotton GROWER[®]

2014 MEDIA PLANNER



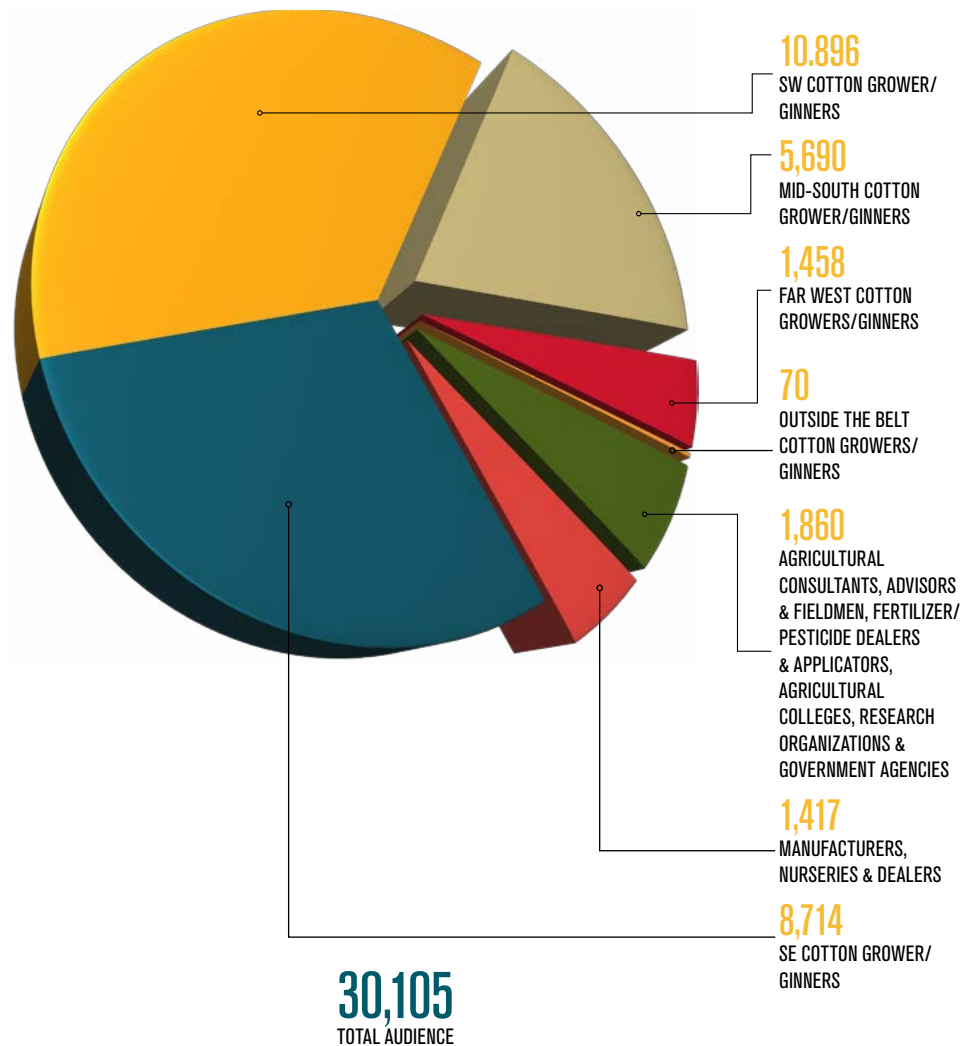
A MEISTER MEDIA WORLDWIDE Brand

www.cotton247.com



COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

Audience Profile



A MESSAGE FROM THE PUBLISHER

Mike Gonitzke

PUBLISHER, COTTON GROWER



Cotton Grower is your #1 cotton magazine, consistently leading the market share over any single regional or national publication in the U.S. cotton market. *Cotton Grower* provides U.S. cotton growers their own voice to the cotton industry with features on production, seed technologies, weed and insect management, marketing, global trade issues, events, and in-depth cotton coverage that goes beyond just the news.

Each month, growers will find innovative ways to succeed in an ever-changing and challenging market. *Cotton Grower* stands ready to help you deliver your unique marketing message to key decision-makers affecting over 13 million acres of U.S. cotton. We are committed to providing you a cost-effective reach to 30,500 real production cotton growers and key influencers, with a pass-along readership of more than 70,000.

While export of American cotton is at an all-time high, the unique global perspective of Meister Media Worldwide's Cotton Media Group – which also includes *Cotton International* – is positioned to help you like no other cotton media company in the market. Our innovative approach through multimedia channels provide the results that matter in the cotton market today.

As domestic and international cotton markets continue to evolve, you need a partner that knows the entire cotton market and will help you reach your marketing goals in a cost-effective manner. *Cotton Grower's* media group can fulfill your cotton marketing needs in print, eNewsletters, video, interactive media, custom projects, in-person events, award programs, and other unique multimedia offerings.

May we be of service?

MIKE GONITZKE, Publisher

Ph.901.756.8822

mike@Cotton247.com

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG/SEP	OCT	NOV	DEC
THEME / COVER	2014 Achievement Award; Acreage Survey	Cotton Marketer of the Year	Cotton's Leadership: National Cotton Council Annual Meeting	Cotton Market Outlook	Fighting Resistant Pigweed in 2014	Mid-Season Production Strategies	State of the Cotton Industry	Harvest Season Focus	Product Guide	Variety Showcase	Annual Theme Issue
CROP PROTECTION	Offseason Weed Strategies	2013 In review: Insect control	Pre-Plant Weed Management	Nematode Control Strategies	Thorough Rundown of Herbicides and Weed Traits	Plant Bugs; Mid-Season Weed Control	Mid-Season Weed Control	Late Season Weed Control	Product Features	Weed Control	
SEED AND VARIETIES	Variety Introductions for 2014	Variety Introductions from 2014 / Grower Feature	Grower Feature	Grower Feature	Management in a Roundup Ready System	Grower Feature	Grower Feature	Grower Feature	Variety Features	Variety Showcase; Featured Varieties	Seed Production
EQUIPMENT / INPUTS		Organic Production	Variable Rate Applications	USDA's Acreage Report	Focus on Sprayers and Nozzles	PGR Strategies	Module Building Strippers	Ginning Update	Equipment Features	Crop Insurance Under Current Farm Bill	Scouting Tools
PRECISION / CG +	Focus on Field Mapping	New Technologies for 2013; New Pest Control Chemistry	Mid-South Farm and Gin Show	Texas Gin Show		Spotlight on GPS		Yield Monitors			
EVENTS: ON-LOCATION REPORTING	Beltwide Cotton Conferences	Cotton Market Review	Cotton Market Review; Winter Meetings Roundup	Cotton Market Outlook	ACSA Convention; American Cotton's Place in the World	Summer Field Day Coverage			October Product Profiles, issue goes to every show we go to all year.	Winter Meetings	Annual Meeting Preview
ONLINE	Acreage Survey; Reports from the Floor of the Beltwide Cotton Conferences	Cotton Market Review	Cotton Market Review; Winter Meetings Roundup	Cotton Market Outlook	Cotton Market Outlook; American Cotton's Place in the World	Cotton Market Outlook; Acreage Survey	Cotton Market Outlook		Cotton Market Outlook	Cotton Market Outlook; USDA Variety Report	Cotton Market Outlook
AD SALES CLOSE	11/25/13	12/27/13	1/31/13	3/3/14	3/28/14	5/5/14	5/30/14	8/1/14	9/12/14	10/3/14	10/31/14
AD MATERIAL DUE	12/5/13	1/8/14	2/11/14	3/12/14	4/7/14	5/13/14	6/9/14	8/11/14	9/23/14	10/13/14	11/10/14

PRINT ADVERTISING RATES

BLACK & WHITE NATIONAL and REGIONAL RATES

Frequency Discounts		1x	6x	9x	12x	18x	24x	36x	48x
National	Full Page	7410	7190	6945	6730	6505	6360	6230	6070
	2/3 Page	5170	5010	4860	4695	4545	4440	4330	4230
	1/2 Page Island	4690	4550	4545	4390	4250	4150	4065	3960
	1/2 Page Horizontal	4165	4040	4025	3895	3765	3685	3595	3505
	1/3 Page	2880	2800	2705	2625	2535	2480	2425	2360
	1/6 Page	1530	1485	1435	1380	1330	1315	1280	1250
Mid-South (AR, TN, LA, MS, MO)	Full Page	2920	2835	2755	2660	2570	2520	2465	2405
	2/3 Page	2205	2135	2075	2010	1945	1890	1845	1805
	1/2 Page Island	1905	1850	1795	1735	1680	1645	1605	1580
	1/2 Page Horizontal	1660	1605	1560	1505	1455	1420	1390	1365
	1/3 Page	1095	1065	1030	1000	965	940	920	900
	1/6 Page	570	560	545	535	505	490	485	470
TX & OK	Full Page	3215	3120	3030	2925	2825	2765	2715	2645
	2/3 Page	2430	2350	2280	2210	2135	2080	2025	1985
	1/2 Page Island	2095	2035	1975	1905	1850	1815	1765	1730
	1/2 Page Horizontal	1830	1765	1720	1655	1600	1560	1520	1500
	1/3 Page	1210	1170	1130	1095	1070	1040	1015	980
	1/6 Page	620	610	595	585	555	540	535	510
Southeast (AL, FL, GA, VA, NC, SC, MD)	Full Page	2920	2835	2755	2660	2570	2520	2465	2405
	2/3 Page	2205	2135	2075	2010	1945	1890	1845	1805
	1/2 Page Island	1905	1850	1795	1735	1680	1645	1605	1580
	1/2 Page Horizontal	1660	1605	1560	1505	1455	1420	1390	1365
	1/3 Page	1095	1065	1030	1000	965	940	920	900
	1/6 Page	570	560	545	535	505	490	485	470
Far West (AZ, CA)	Full Page	2330	2275	2210	2135	2070	2020	1970	1925
	2/3 Page	1765	1715	1660	1605	1560	1520	1485	1440
	1/2 Page Island	1550	1505	1460	1410	1370	1330	1300	1280
	1/2 Page Horizontal	1330	1295	1255	1215	1180	1155	1130	1100
	1/3 Page	930	895	865	840	815	795	785	770
	1/6 Page	470	455	440	430	415	410	395	390

SPLIT-RUN CHARGES

	1 Page	2-Page Spread
B&W	560 gross	860 gross
2/c or Matched	760 gross	960 gross
3/c or 4/c	1020 gross	1320 gross

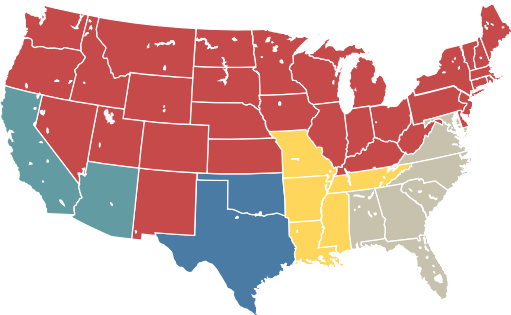
PREFERRED COVER POSITIONS

Cover 2 (4/c)	+10%
Cover 3 (4/c)	+10%
Cover 4 (4/c)	+15%

Other Preferred Positions: 10% of gross rate (space, plus color, plus bleed). Ads requiring the same page position on two or more consecutive pages will be charged an additional 10% of gross rate.

COLOR CHARGES per page or fraction

	National	Regional
2-Color Standard	1155	675
2-Color Matched	1415	995
4-Color	1960	1225



DIGITAL ADVERTISING RATES

eNEWSLETTER RATES

Cotton Grower eNews*

Medium Rectangle	600
Leaderboard	550
Logo-Text	550
Horizontal Banner	550

*Rates are for 1 eNewsletter placements.

WEBSITE RATES

Cotton247.com*

Run Of Site	
Half Page	3400
Medium Rectangle	1900
Leaderboard	1700
Horizontal Banner	1200

*Rates are effective January 1, 2014.
All prices are net and are for one month unless noted.
Please note that rates are subject to possible change and may go into effect at any time.
This would only affect ads booked after the date of implementation.

Leaderboard

eNews

Web Version | Sign Up | Send to a Friend | Add to Safe Sender List | Advertise

Sponsorship Logo

Section

Header

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Section

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Horizontal Banner

Medium Rectangle

Medium Rectangle

Medium Rectangle

AD UPLOAD

To submit your advertising material electronically, click here or go to:

meistermedia.com/advertise/ad-upload

Leaderboard

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Horizontal Banner

Half Page

Medium Rectangle

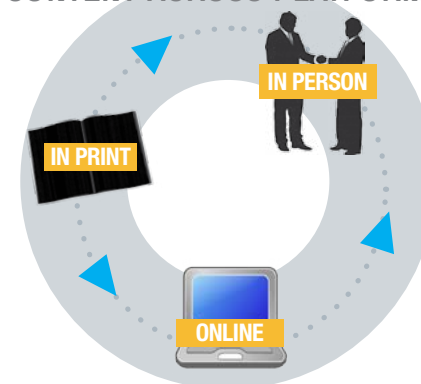
Our Editorial Mission

Cotton Grower is a time-honored brand among the 30,000+ growers and allied crop consultants, ginners, suppliers and others who united make the United States a leading cotton producer for the world. *Cotton Grower* magazine provides a unique mix of content geared to help growers achieve high yields, production efficiency, and marketing success — all essential to today's sophisticated cotton operations. *Cotton Grower* also publishes special reports, generates online content and presents special events and industry initiatives that help keep U.S. cotton growers globally competitive.

Our Customer Engagement Principles

Cotton Grower's number one priority is to help you grow your business. Through our multimedia platforms, such as magazines, websites, eNewsletters, in-person events, awards programs, and more, we can help you deliver your message **more** frequently and **more** consistently than any other ag media outlet. Contact us today to see how *Cotton Grower* can put you in front of your buyers.

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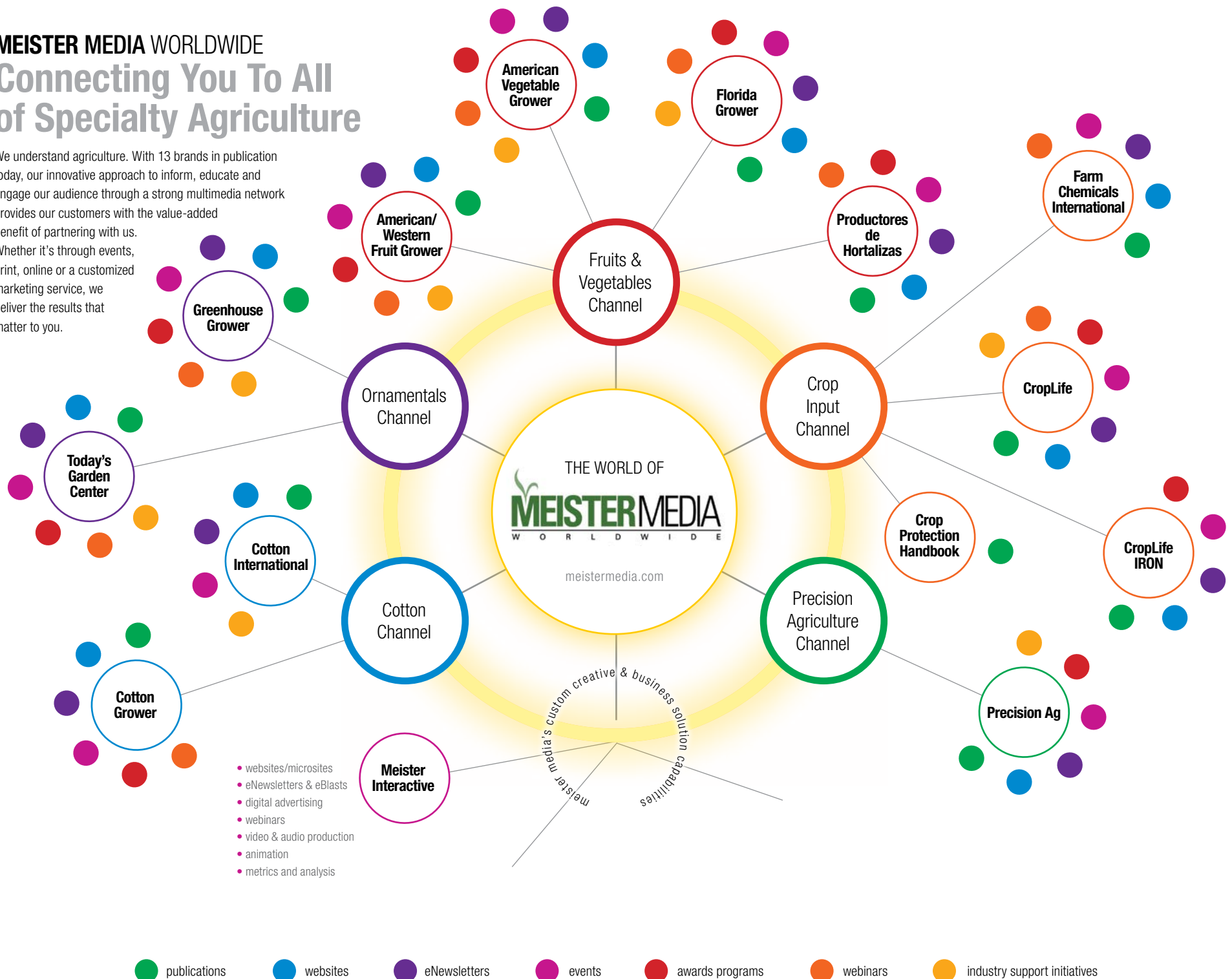
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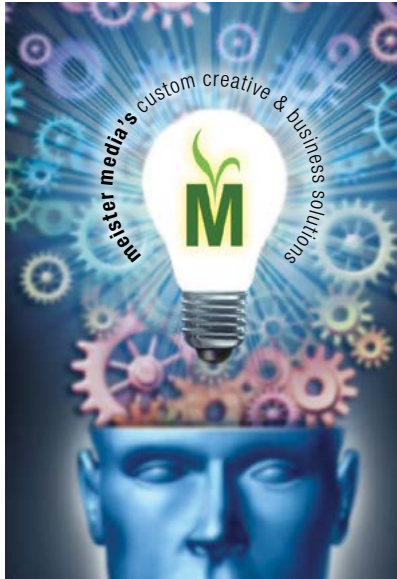
Connecting You To All of Specialty Agriculture

We understand agriculture. With 13 brands in publication today, our innovative approach to inform, educate and engage our audience through a strong multimedia network provides our customers with the value-added benefit of partnering with us. Whether it's through events, print, online or a customized marketing service, we deliver the results that matter to you.



Meister Custom Media

c u s t o m c r e a t i v e a n d b u s i n e s s s o l u t i o n c a p a b i l i t i e s



custom creative

Our dedicated Custom Projects team coordinates all the talent that Meister Media has to offer. The Creative Services Team is expert at logo design and branding, custom publications, brochures, posters and catalogs, while our Events Team develops seminars, trade shows, conferences and custom events around the globe. We also offer custom content development and writing capabilities. Experience + Creativity = WOW!



meister interactive

Meister Interactive, a division of Meister Media, offers custom digital marketing services from concept to turnkey solutions — from strategic thinking, to content creation and design, to custom web and eMail development, video production and analytics. The scale is up to you; our services are vast and fully customizable. Go to MeisterInteractive.com for more.



meister direct

Meister Direct maximizes your marketing efforts through an integrated approach that utilizes direct mail and online marketing working in tandem. Services include targeted direct mail, audience demographics, ride-along distribution, mail list rental, database management, eDirects, lead generation, surveys and brand studies. We deliver results!



studio m

Studio M, a video and audio production facility that opened in 2009, is equipped with high-definition video and audio equipment, greenscreen capability, industry-leading editing and motion graphics software. We also offer scripting and storyboarding. Video today is affordable and highly effective at motivating buyers. Let us put your business center-stage!



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