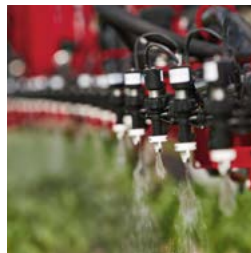


CropLife®

2014 MEDIA PLANNER



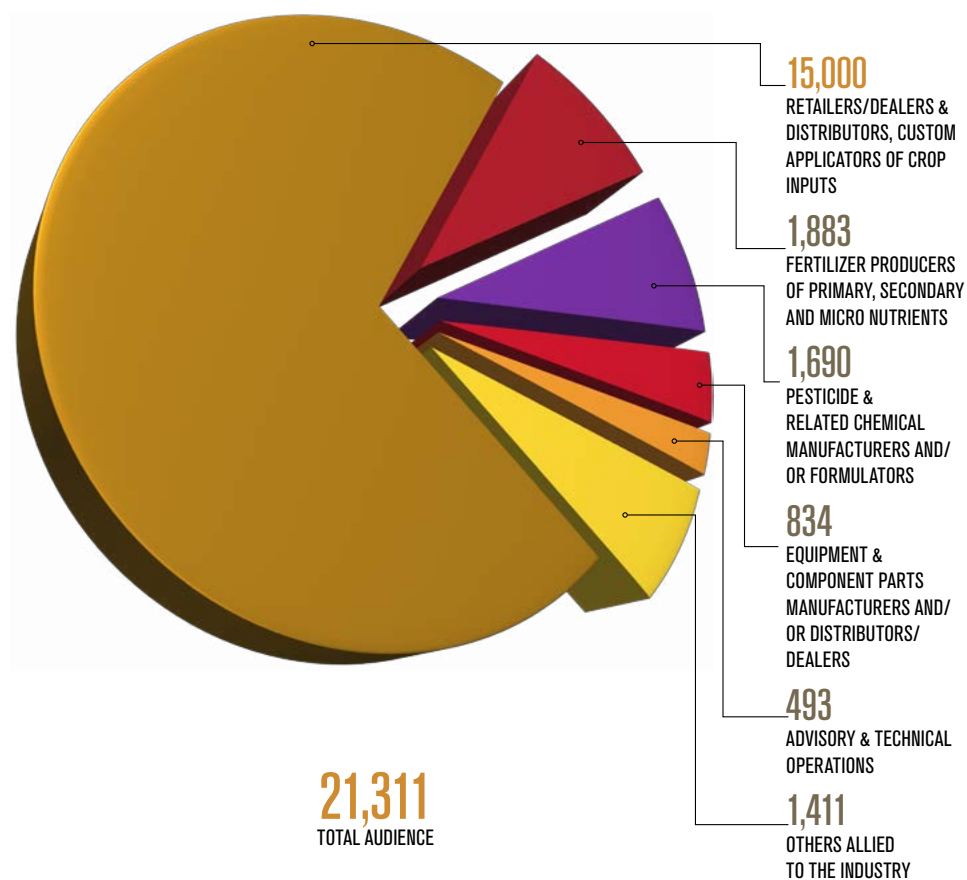
A MEISTER MEDIA WORLDWIDE Brand

www.croplife.com



COMMUNICATION & INFORMATION CENTER FOR SPECIALIZED AGRICULTURE WORLDWIDE

Audience Profile



A MESSAGE FROM THE PUBLISHER



Al Strohmaier

GROUP PUBLISHER, CROPLIFE MEDIA GROUP

CropLife & CropLife Iron: "Trusted Advisors' Trusted Advisor"

Growing up on a farm I regularly saw my dad heed his retailer's recommendations. Working my way through college hauling fertilizer and crop protection chemicals I saw farmers of all shapes and sizes take my boss' advice. Never heard the term "Trusted Advisor" until many years later, but it's the perfect retailer description. Year in and out, ag retailers earn this tag with yield-enhancing recommendations and services, and have kept this designation by evolving and adapting to new technologies and offerings. *CropLife* and *CropLife Iron* play a huge role in this changing arena.

CropLife, *CropLife Iron*, CropLife eNews, and CropLife.com are 100% focused on retailers facing a changing grower landscape. The best and most industry-involved editorial team keeps CropLife #1 in editorial pages, and smart marketers keep the brand #1 in ad pages as well—a performance repeated for over a quarter century.

In closing, the entire CropLife Media Group thanks you for past business and continues offering media solutions to match your changing needs.

Al Strohmaier
Group Publisher
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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	2014 Outlook/State of the Industry	Fertilizer	1st Annual CropLife Salary Survey	Scouting/UAVs	Logistics/Retail Management	Precision Agriculture	Stewardship	Equipment	Crop Protection/Fall Fertility	Retail Management	Seed Care	CropLife 100
FERTILIZER	Nitrogen Stabilizers	Nitrogen Stabilizers	Micronutrients	In-Season Fertilizer	4R Updates		In-Season Fertilizer		Fall Fertilizer Report	Micronutrient Update		
CROP PROTECTION/ APPLICATION	Insecticides	Insecticides	Adjuvants/ Additives	Weeds To Watch	Drift Management		Stewardship and the Retailer		2014 Post-Season Review	Weed Resistance Update	2014 Programs	Herbicides
EQUIPMENT	Tenders	Blenders	Blending Software	Spring Tune-Up	In-Cab Computing	GPS Steering		Equipment Buyer's Directory		Tanks and Containment		Scouting Tools
PRECISION	In Each Issue: CropLife Technology -- Monthly News and Perspectives On Technology In Ag Summer Show Previews: Tenders, Sprayers, Spreaders											
SPECIAL FEATURES	In Each Issue: Security, Stewardship & You: Monthly Tips for Keeping Your Facility Safe and Secure											
FARM MANAGEMENT	State of the Industry Coverage				Environmental Respect Awards				State of the Industry and CropLife 100 Research and Report			
EVENTS: ON-LOCATION REPORTING	Illinois Fertilizer and Ag Chemical Show	National Farm Machinery Show	Commodity Classic	Field Days and Retail Visits			2014 InfoAg Conference	MAGIE, Illinois	Farm Progress Show; CropLife America; Mid America CropLife Association	PACE Annual Meeting		Ag Retailers Association Annual Meeting
ONLINE	Coverage of Winter Retailer Events	CropLife 100 Update: Retailers Share Updated Season Outlook	Updates on Manufacturer Marketing Plans	Scouting Program Tips and Tools	Operational Efficiency		Stewardship Profiles	New Equipment Showcase	Harvest Outlook	Preparing Your Business for the 2015 Season	State of the Industry Preview	Deeper Dive into CropLife 100 Data
AD SALES CLOSE	11/27/13	1/2/14	1/29/14	2/28/14	3/28/14	5/2/14	5/30/14	6/27/14	8/1/14	8/29/14	10/6/14	10/29/14
AD MATERIAL DUE	12/11/13	1/14/14	2/10/14	3/11/14	4/8/14	5/12/14	6/10/14	7/8/14	8/12/14	9/9/14	10/14/14	11/7/14

PRINT ADVERTISING RATES

BLACK & WHITE NATIONAL RATES

Frequency Discounts	1x	6x	12x	18x	24x	36x	48x
Full Page	4560	4290	4010	3870	3740	3595	3465
2/3 Page	3265	3070	2875	2775	2670	2585	2480
1/2 Page Island	2895	2710	2550	2455	2385	2290	2205
1/2 Page Horizontal	2535	2390	2225	2155	2085	2005	1935
1/3 Page	1550	1460	1365	1315	1270	1230	1170
1/4 Page	1155	1095	1025	980	955	925	900
1/6 Page	835	790	740	720	695	675	645

SPLIT-RUN CHARGES

	1 Page	2-Page Spread
B&W	365 gross	515 gross
2/c or Matched	510 gross	720 gross
3/c or 4/c	1010 gross	1225 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

2-Color Standard	770
2-Color Matched	930
4-Color	1500

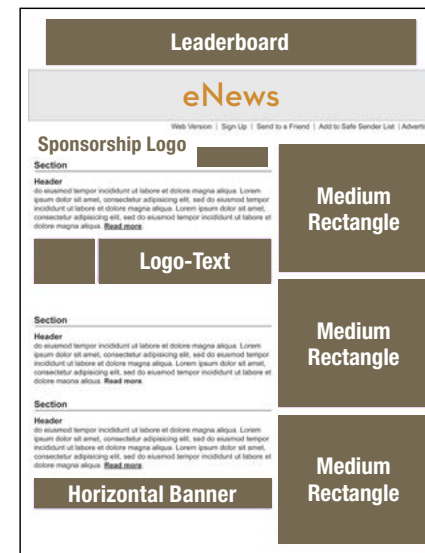
DIGITAL ADVERTISING RATES

eNEWSLETTER RATES

CropLife eNews*

Medium Rectangle	650
Leaderboard	600
Logo-Text	575
Horizontal Banner	575

*Rates are for 1 eNewsletter placements.



AD UPLOAD

To submit your advertising material electronically, click here or go to:
meistermedia.com/advertise/ad-upload

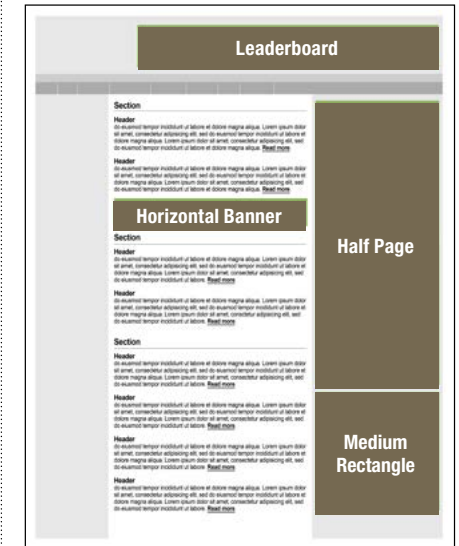
WEBSITE RATES

CropLife.com*

Run of Site	
Half Page	3240
Medium Rectangle	2280
Leaderboard	2170
Horizontal Banner	1540

*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 affect at any time. This would only affect ads booked after the date of implementation.



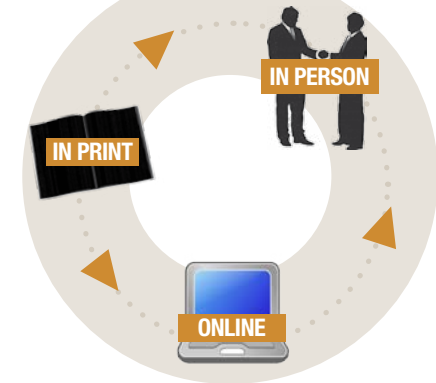
Our Editorial Mission

CropLife has been the voice of the American crop protection, fertilizer and custom application industries since the 1890s. In today's complex and fast-paced crop production sector, *CropLife* magazine keeps 21,000 agricultural retailers, distributors and their suppliers up to date on such decidedly 21st century issues as seed technology, biotechnology, precision agriculture, customer service and retention, and business management. *CropLife* also administers the PACE professionalism program, the *CropLife* 100 community of the largest ag retailers in the U.S., and industry-leading events and awards programs.

Our Customer Engagement Principles

CropLife'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 *CropLife* can put you in front of your buyers.

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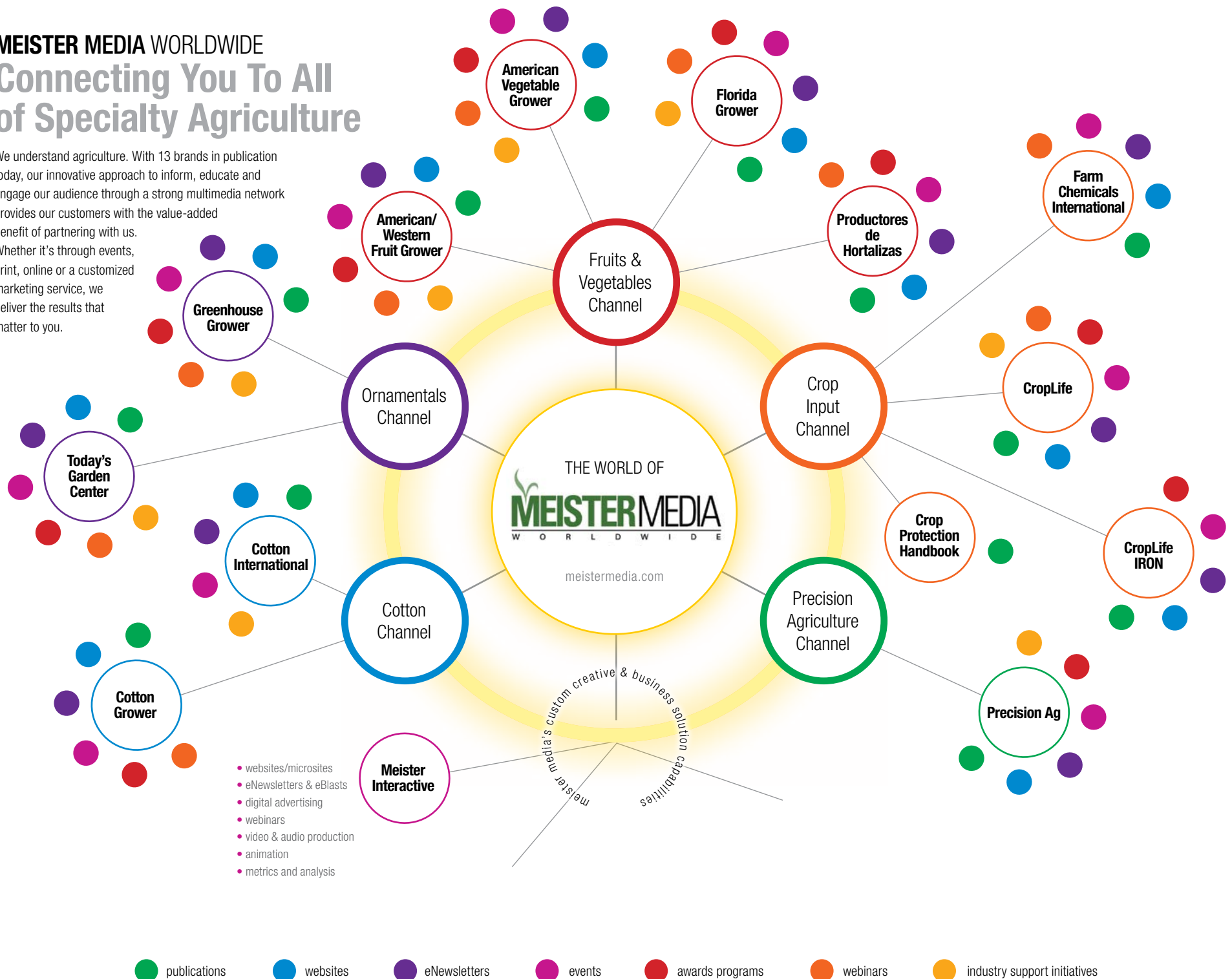
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MEISTER MEDIA WORLDWIDE

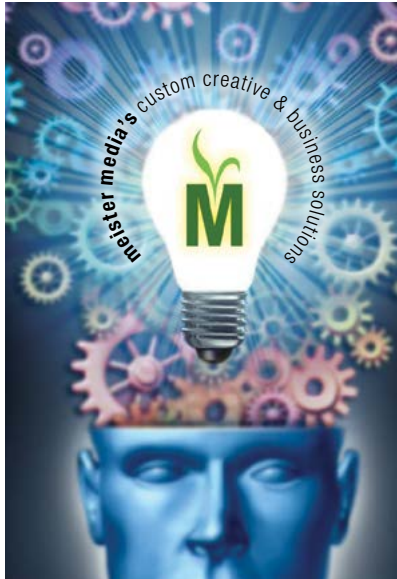
Connecting You To All of Specialty Agriculture

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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