

# 2009 THEME CALENDAR

MONTH	CLOSING DATES	THEME
January	December 1, 2008	Equipment & Supplies
February	January 1, 2009	Specialty Mushrooms <i>(Nonmember Mushroom Farm— Complimentary mailing)</i>
March	February 1, 2009	Business Issues
April	March 1, 2009	Pest Control
May	April 1, 2009	General
June	May 1, 2009	Labor Relations
July	June 1, 2009	Mushroom Biology
August	July 1, 2009	Compost & Raw Materials
September	August 1, 2009	Packaging & Food Safety <i>(Nonmember Mushroom Farm – Complimentary mailing)</i>
October	September 1, 2009	General
November	October 1, 2009	Environmental Issues
December	November 1, 2009	Produce Marketing <i>(2009 Volume 57 Mushroom News Index)</i>

## TERMS & CONDITIONS

- Contracts must be bona fide and must specify the contract year and the number of insertions to be used. Two or more advertisers are not permitted to use space under the same contract.
- The Publisher reserves the right to accept or reject all advertising copy which in its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether the ad had previously been accepted and/or published.
- All advertisements are accepted and published by the Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- Cancellations will not be accepted after closing date and none may be considered executed unless acknowledged in writing by the Publisher. Cancellation of a contract will result in back billing at the highest rate. Agency fee not included.
- Publisher accepts no liability for errors in the advertisers' index.

## CONTACTS

### Advertisement Reservations

Sara Manning - Managing Editor  
*Mushroom News Magazine*  
1284 Gap Newport Pike • Suite 2  
Avondale, PA 19311  
610/268-7483 • Fax:610/268-8015  
e-mail: mushroomnews@kennett.net

### Advertisement Production

Lew Rossi – Creative Director  
Attn: *Mushroom News Productions*  
1230 Ellis Mill Road  
Mullica Hill, NJ 08062  
856/307-1200 • Fax: 856/307-7650  
e-mail: mushroomnews@comcast.net

## MUSHROOM NEWS

*Mushroom News* is the trade publication of the American Mushroom Institute. It contains articles on mushroom production, government relations and industry activities. In addition, events and special topics are highlighted in conference and theme issues. *Mushroom News* is sent to about 850 members and subscribers in the U.S., Canada and throughout the world.

### Classified Ads

One ad, three insertions free for AMI members. Submit all classifieds in writing. Classifieds due one month before publication.

### Inserts

Inserts can be multi-page but must not exceed 8 1/2" x 11" in size. If folded, the insert should fit inside the magazine. Inserts are due one month in advance of the cover date.

### Deadlines & Billing Information:

Advertiser must furnish AMI with e-mailed file, disk or camera-ready artwork no later than the closing date. Creative advertising and production services are available at an additional cost. Payments and billing questions will be handled through our main office at the following address:



## mushroom NEWS

c/o American Mushroom Institute  
1 Massachusetts Ave. NW  
Suite 800  
Washington, DC 20001  
Phone: 202/842-4344  
Fax: 202/408-7763



## 2009 Rate Card

**AMI Member**

*Effective January through December 2009*

### ADVERTISEMENT RATES

Annual contracts paid in advance receive an additional three percent discount. Agency fee not included. U.S. currency drawn on a U.S. bank, international money order or Visa and MasterCard payment accepted.

### MUSHROOM NEWS & NEWS FLASH

(BLACK & WHITE)	1 Time	6 Times	12 Times
Full Page	\$ 589	\$ 497	\$ 389
1/2 Page	319	265	202
1/3 Page	239	194	144
1/4 Page	186	160	127
1/6 Page	124	108	88
Business Card	—	—	75
(COLOR)			
Full Page	\$ 994	\$ 917	\$ 801
1/2 Page	542	449	342
1/3 Page	406	330	244
1/4 Page	315	271	215
1/6 Page	235	188	156
Business Card	—	—	125
Double Page	1565	1460	1355
Center Spread	—	—	1439
Outside Back Cover	—	—	945
Inside Front Cover	—	—	882
Inside Back Cover	—	—	854

### INSERTS

Insert \$900

### ENVELOPE

Open to magazine advertisers only. (Size 3" x 5")

Envelope Ad - \$ 300



### MUSHROOM NEWS & NEWS FLASH SIZES

#### FULL PAGE

Full Page w/Bleed\*

8 1/2" wide x 11" high

\*include an extra .25" image area on all sides for trim...giving 9" x 11.5"



Full Page w/o Bleed

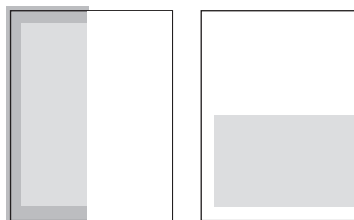
8" wide x 10 1/2" high

smaller ad size are acceptable, but they will be centered in the page

#### HALF PAGE

Half Page Vertical

3 1/2" wide x 9 1/2" high



Half Pg. Vert. w/Bleed

4 1/2" wide x 11 1/2" high

Half Page Horizontal

7 1/4" wide x 4 3/4" high

#### THIRD PAGE

Third Page Vertical

3 1/2" wide x 6 3/8" high



Third Page Horizontal

7 1/4" wide x 3" high

#### QUARTER/SIXTH BUSINESS CARD

Quarter Page

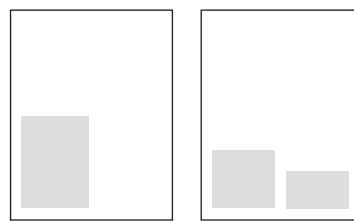
3 1/2" wide x 4 3/4" high

Sixth Page

3 1/2" wide x 3" high

Business Card

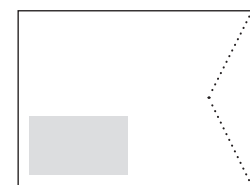
3 1/2" wide x 2" high



#### ENVELOPE

Envelope Ad

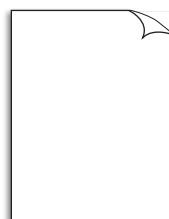
5" wide x 3" high



#### INSERT AD

Supplied by advertiser

Not to exceed 8 1/2" x 11"



### AMI DIRECTORY RATES & SIZES

#### (BLACK & WHITE)

Full Page \$ 550

1/2 Page 300

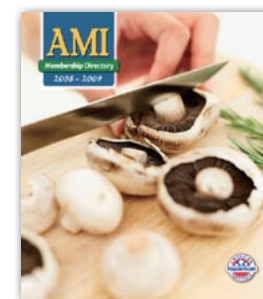
1/4 Page 150

#### (COLOR)

Full Page 750

1/2 Page 600

1/4 Page 300



#### FULL PAGE

Full Page w/Bleed\*

8" wide x 9" high

\*include an extra .25" image area on all sides for trim...giving 8.5" x 9.5"



Full Page w/o Bleed

7" wide x 8" high

smaller ad size are acceptable, but they will be centered in the page

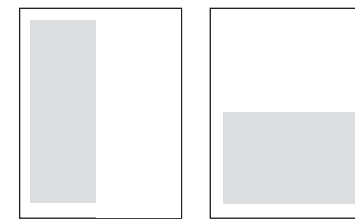
#### HALF PAGE

Half Page Vertical

3 3/8" wide x 8" high

Half Page Horizontal

7" wide x 4" high



#### QUARTER

Quarter Page

3 3/8" wide x 4" high



### GRAPHIC & PRINTING SERVICES

Graphic production and printing services are available for preparing your ad. A representative will be happy to discuss developing an ad to meet your needs. For production/design costs and questions, call Lew Rossi at 856/307-1200.

### PRODUCTION DETAILS

#### ADVERTISEMENT FORMAT & SUBMISSION

Mushroom News uses direct-to-plate printing. This printing process eliminates the use of film thus ad work must be supplied digitally. We encourage submissions in the Adobe PDF format. When creating your PDF file, set the Adobe Distiller's job setting to commercial printing to ensure the highest quality. We also accept Quark or InDesign files. A copy of your fonts and images must be included on CD or by e-mail. A laser proof of your ad must be supplied by mail or fax to ensure that ad content matches supplied files.

#### CAMERA READY ADS

Camera ready ads will be scanned to a digital format.

#### DEADLINES & CONTENT CHANGES

Production staff can make minor changes to supplied ads. However, we prefer that you make these changes to ensure accurate results. All changes to ads must be approved by contacting Sara Manning at 610/268-7483.

#### E-MAIL AD SUBMISSION

Final digital ad material which does not exceed 8MB's can be e-mailed to Lew Rossi at: [mushroomnews@comcast.net](mailto:mushroomnews@comcast.net) If possible, send files in a compressed stuffit format.

#### FTP AD SUBMISSION

Digital ads which exceed 8MB's in size should be submitted to our FTP site. Enter the following address string into your browser: <https://www.drivehq.com/secure/LogonOption.aspx?gotoURL=>

This will bring you to a log on screen where you're asked to enter the following user name and password:

Username: **mushroomnews**

Password: **mushroom**

Set the GO TO tab to: " Online Storage "

An icons driven menu allows you to create a folder to upload your files. Please e-mail us at [mushroomnews@comcast.net](mailto:mushroomnews@comcast.net) to let us know you've sent new files.