

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 \$25 for nonmembers. 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.

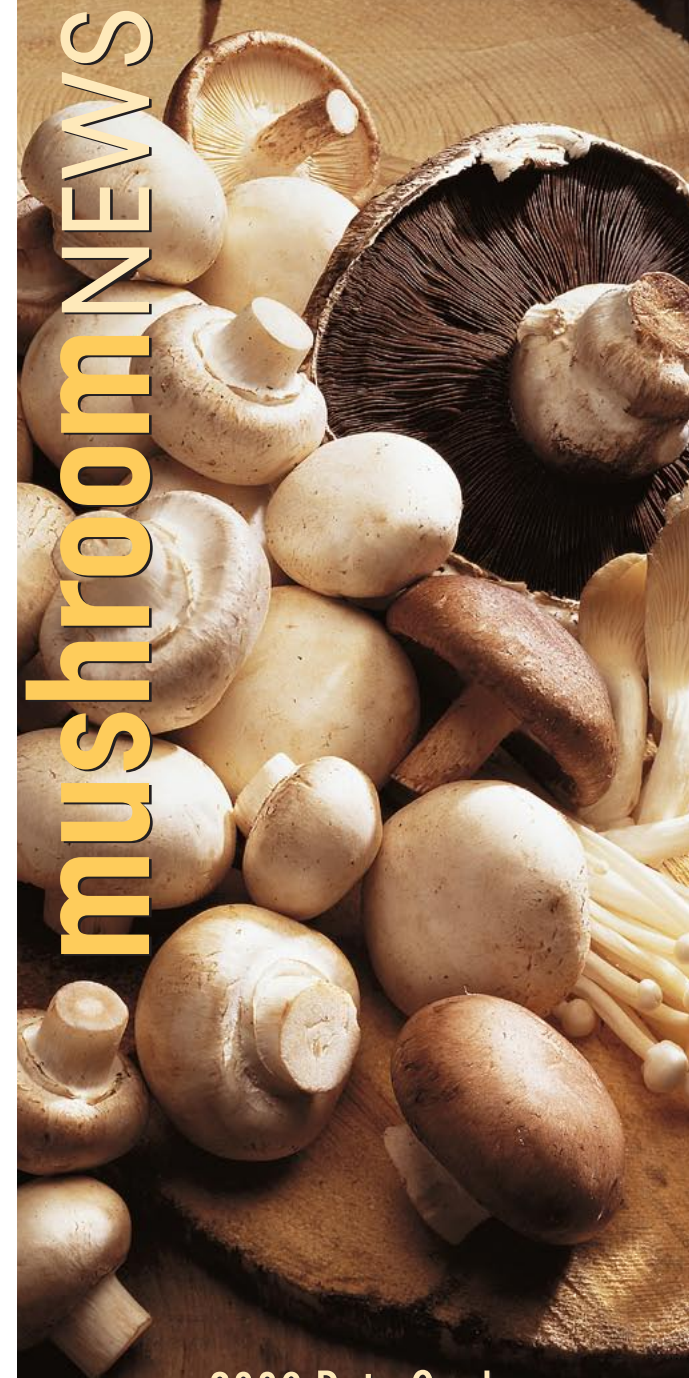
Deadlines & Billing Information:

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

nonmember

Effective January through December 2009

ADVERTISEMENT RATES

U.S. currency drawn on a U.S. bank, international money order or Visa and Mastercard payment accepted. Agency fee not included.

MUSHROOM NEWS & NEWS FLASH

(BLACK & WHITE)	1 Time	6 Times	12 Times
Full Page	\$ 648	\$ 547	\$ 428
1/2 Page	350	292	222
1/3 Page	263	213	158
1/4 Page	205	176	140
1/6 Page	137	119	97

(COLOR)	1 Time	6 Times	12 Times
Full Page	\$ 1093	\$ 1009	\$ 881
1/2 Page	596	494	376
1/3 Page	447	363	268
1/4 Page	347	298	237
1/6 Page	259	207	172
Double Page	1723	1606	1491

INSERTS
Insert \$900

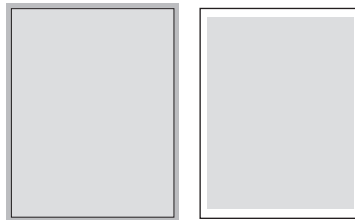
ENVELOPE
Open to magazine advertisers only. (Size 3" x 5")
Envelope Ad - \$ 330



MUSHROOM NEWS & NEWS FLASH SIZES

FULL PAGE

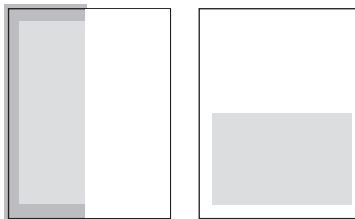
Full Page w/Bleed*
8 1/2" wide x 11" high
* include an extra .25" image area on all sides for trim...giving 9" x 11.5"



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

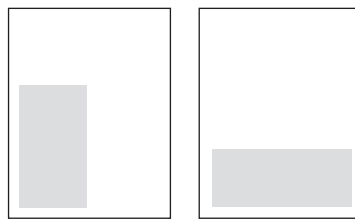


Half Pg. Vert. w/Bleed
4 1/2" wide x 11 1/2" high

Half Page Horizontal
7 1/4" wide x 4 3/4" high

THIRD PAGE

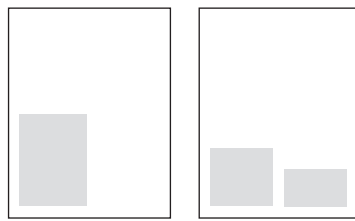
Third Page Vertical
3 1/2" wide x 6 3/8" high



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

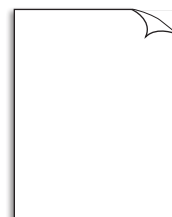
ENVELOPE

Envelope Ad
5" wide x 3" high



INSERT AD

Supplied by advertiser
Not to exceed 8 1/2" x 11"



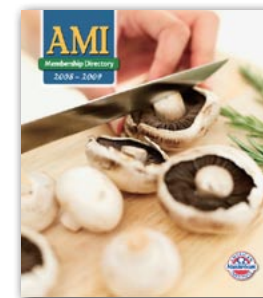
AMI DIRECTORY RATES & SIZES

(BLACK & WHITE)

Full Page	\$ 650
1/2 Page	330
1/4 Page	165

(COLOR)

Full Page	825
1/2 Page	660
1/4 Page	330



FULL PAGE

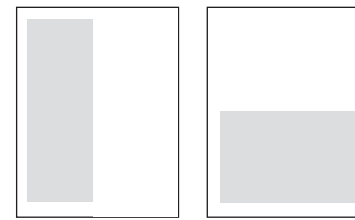
Full Page w/Bleed*
8" wide x 9" high
* include an extra .25" image area on all sides for trim...giving 8.5" x 9.5"



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

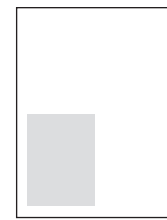
Half Page Vertical
3 3/8" wide x 8" high



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
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 to let us know you've sent new files.