

2012 THEME CALENDAR

MONTH	CLOSING DATES	THEME
January	December 1, 2011	Equipment & Supplies
February	January 1, 2012	General <i>(Nonmember Mushroom Farm – Complimentary mailing)</i>
March	February 1, 2012	Business Issues
April	March 1, 2012	Pest Control
May	April 1, 2012	General
June	May 1, 2012	Labor Relations
July	June 1, 2012	Mushroom Biology
August	July 1, 2012	Compost & Raw Materials
September	August 1, 2012	Packaging & Food Safety <i>(Nonmember Mushroom Farm – Complimentary mailing)</i>
October	September 1, 2012	General
November	October 1, 2012	Environmental Issues
December	November 1, 2012	Produce Marketing <i>(2012 Volume 60 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 by the editor. 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 700 members and subscribers in the U.S., Canada and throughout the world.

Classified Ads

One ad, three insertions for \$100. Submit all classifieds in writing. Classifieds due one month before publication. Limit text to 50 words.

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

mushroomnews



2012 Rate Card

nonmember

Effective January through December 2012

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

COLOR	1 Time	6 Times	12 Times
Full Page	\$ 1183	\$ 1078	\$ 924
1/2 Page	660	528	396
1/3 Page	495	385	292
1/4 Page	385	319	259
1/6 Page	270	209	182
Double Page	1859	1700	1568

BLACK & WHITE

Full Page	\$ 700	\$ 578	\$ 440
1/2 Page	390	320	253
1/3 Page	290	238	176
1/4 Page	230	198	154
1/6 Page	154	132	105

INSERTS

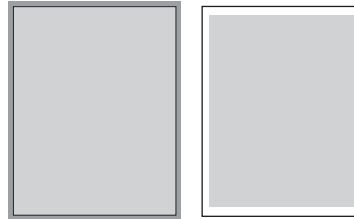
Insert \$1000



MUSHROOM NEWS & NEWS FLASH SIZES

FULL PAGE

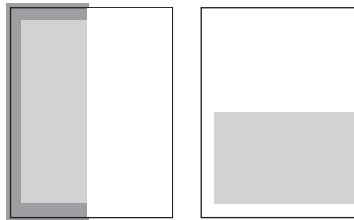
Full Page w/Bleed*
8 1/2" wide x 11" high
*include an extra .25" image area on all sides for trim...giving 9" x 11.5"



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

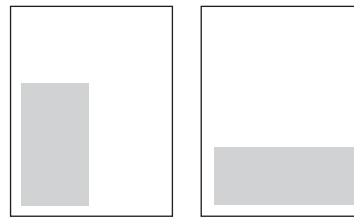


Half Pg. Vert. w/Bleed
4 1/2" wide x 11 1/2" high

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



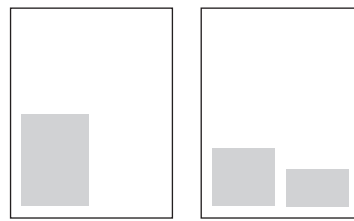
Third Page Horizontal
7 1/4" wide x 3" high

QUARTER/SIXTH BUSINESS CARD

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

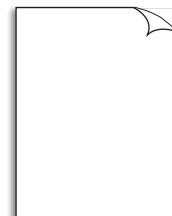
Sixth Page
3 1/2" wide x 3" high

Business Card
3 1/2" wide x 2" high



INSERT AD

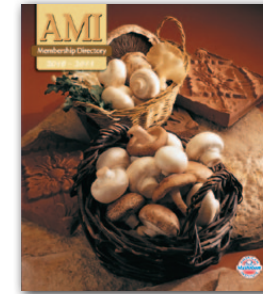
Supplied by advertiser
Not to exceed 8 1/2" x 11"



AMI DIRECTORY RATES & SIZES

COLOR

Full Page	800
1/2 Page	650



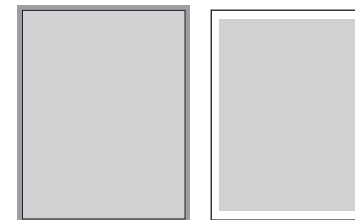
BLACK & WHITE

Full Page	\$ 600
1/2 Page	350

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"



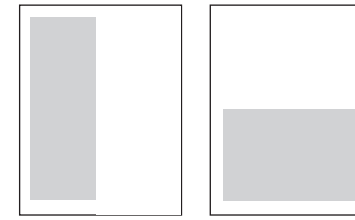
Full Page w/o Bleed
7" wide x 8" high

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



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

We accept ads composed in Quark or InDesign. A copy of your fonts and images must be included in your submission. We also accept a high resolution PDF file but please include the fonts used in the ad. Please provide a printed sample of your ad for our records and to ensure that your ad content matches the supplied files. Ad work can be submitted on disk, e-mail or uploaded to our FTP site using your computer browser's software.

DISK AD SUBMISSION

Digital ad material can be supplied on CD or DVD. Include a printed sample of your ad and mail to: *Mushroom News*, 1284 Gap Newport Pike • Suite 2, Avondale, PA 19348.

E-MAIL AD SUBMISSION

Final ad material which does not exceed 10 MB's can be e-mailed to: mushroomnews@comcast.net *If possible, send files using a Stuffit or ZIP compressed format.*

FTP AD SUBMISSION

Digital ads which exceed 10 MB'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 should 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.

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.