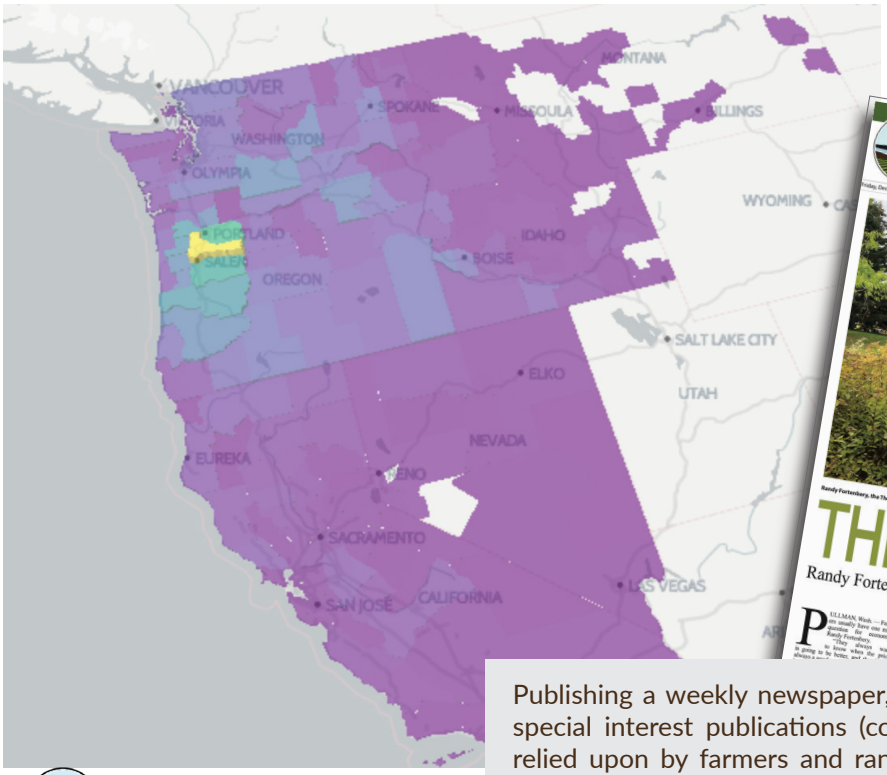


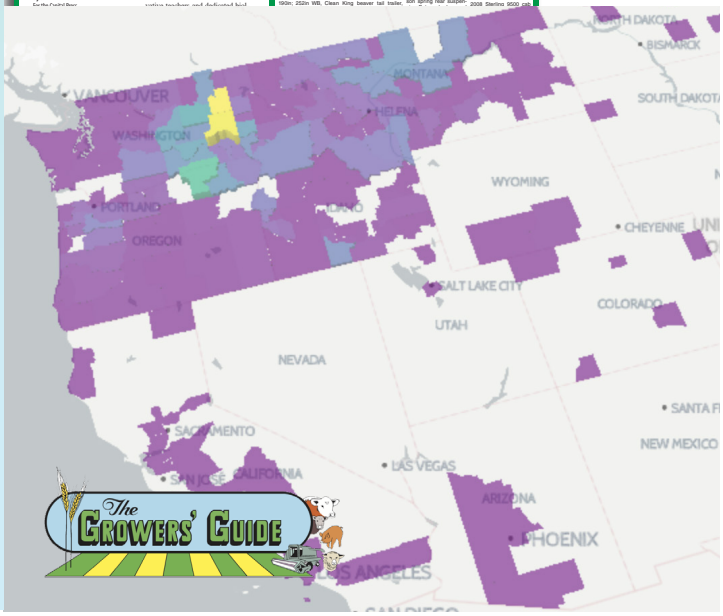
Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER

Publishing a weekly newspaper, website, email newsletters and a variety of special interest publications (commodities, ag shows etc.), Capital Press is relied upon by farmers and ranchers for its award-winning coverage of ag news and the most comprehensive advertising marketplace of agricultural products and services.

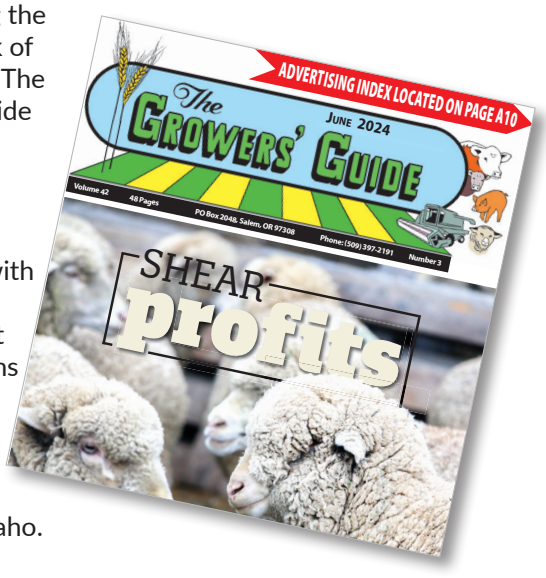
EXTENDED DISTRIBUTION INTO SOUTHERN IDAHO

onlyAG
Find. Sell. Simple.

- Similar to the Capital Press Ag Weekly classified section.
- Publishes on alternating weeks with **9,000+** going **to Southwest Idaho** and **8,300+ to Southeast Idaho**.
- Economical pick up rate when combined with running an ad in Capital Press or The Growers' Guide for **added circulation at a very low cost**.



➲ Publishing the second week of each month, The Growers' Guide is a regional agricultural publication providing ag businesses with an effective print product to reach farms and ranches in Washington, Montana, Oregon & Idaho.



MECHANICALS, DEADLINES, & IMPORTANT INFO

TERMS AND CONDITIONS

Acceptance of Advertising:
Capital Press reserves the right to revise or reject any advertisement.

Ad Sizes:
Minimum size display advertisement is one column by 1 inch. All advertisements are billed by the 1/4 inch.

Position of Advertisements:
Capital Press neither sells nor guarantees position. Requests for special positions will be given every consideration whenever possible without violation of established rules of make-up of the newspaper.

Omission and Error:
Capital Press will exercise due care to prevent omissions and mistakes, but its total liability for any error in any advertisement published shall not exceed the proportionate space in which the error occurred. Credit, when allowable, will apply to the first insertion only.

Cancellation of Advertising:
Any advertisement which is set up but canceled prior to its insertion will be billed the equivalent of 25% the total normal cost of that advertisement.

Payment for Advertising:
When credit is allowed to an advertiser, accounts are due and payable on or before the 10th day of the month following publication. When any part of an account becomes delinquent, the entire amount shall then become due and payable and any existing agreement may be canceled. Bills not paid within 30 days are subject to 1-1/2% monthly finance charge (18% annually). Advertiser is ultimately responsible and liable for payment in the event that agency defaults payment to publisher.

Credit Cards Accepted For Advertising and Subscriptions: VISA MasterCard

Ad Material Supplied Electronically

- We will accept all images in .tiff, EPS or PDF format. All images must be sent as individual images (do not enclose in a document).
- Large files can be compressed with winZip or ZipIt.
- Acrobat PDF is our choice of transport.
- All fonts should be ember EPS.
- Line art should be scanned at 600 - 1200 dpi.
- Web resolution does not print with quality (72 dpi).
- Labeling. All media must be labeled with the following information:
  - Advertising name, ie, Smith Trucking.
  - The company name & address with contact name & phone number.
  - Sales representative's name and the date of publication.

P.O. Box 2048,
Salem, Oregon 97308
Phone: 1-800-882-6789
www.capitalpress.com

PUBLISHER
Joe Beach
joseph.beach@capitalpress.com

Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER

ADVERTISING DEADLINES

All News/ROP, Legal:	Mon. 3 pm (P.T.)
Classified Display:	Mon. 3 pm (P.T.)
Classified Line Ads:	Wed. 11 am (P.T.)

NEWS DISPLAY (BROADSHEET)

PAGE SIZE: 6 columns (10.5") x 21.25"

1 column	1-5/8"	1.625"
2 columns	3-3/8"	3.375"
3 columns	5-1/8"	5.125"
4 columns	6-7/8"	6.875"
5 columns	8-3/4"	8.75"
6 columns	10-1/2"	10.50"

CLASSIFIED DISPLAY & IDAHO ONLYAG (BROADSHEET)

PAGE SIZE: 8 columns (10.5") x 21.25"

1 column	1-1/4"	1.25"
2 columns	2-1/2"	2.50"
3 columns	3-13/16"	3.8125"
4 columns	5-1/8"	5.125"
5 columns	6-7/16"	6.4375"
6 columns	7-3/4"	7.75"
7 columns	9-1/16"	9.0625"
8 columns	10-1/2"	10.50"

The Growers' Guide

PAGE SIZE: 5 columns (10") x 15

1 column	1-13/16"	1.8125"
2 columns	3-7/8"	3.875"
3 columns	5-15/16"	5.9375"
4 columns	8"	
5 columns	10"	

Press Ready Ad Submission
The newspaper is not responsible for errors due to improperly prepared files. We reserve the right to publish an ad "as is" if necessary to meet deadlines. Please submit press quality PDF files that meet the following specifications:

- Contain high resolution (250 - 300 dpi) CMYK or grayscale photos and graphics. (no Pantone, or RGB elements)
- No Rich Black (100% Black, not CMYK mix)
- All fonts embedded (or turned to outlines)

Typography Rules
* Color type on White background = 8pt. Minimum
* White type on Color background = 10pt. Minimum
* Color type on Color background = 12pt. Minimum
* Light-weight serif fonts should not be used with reverse type

COPYRIGHT DISCLAIMER:
The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, fonts, or any copyrighted material.

Should you require additional information, please do not hesitate to contact us at 800-882-6789 | AdServices@capitalpress.com or your sales representative.

Capital Press