

2010 Advertising Planning Guide

Baking & Snack

experience

credibility

timeliness

leadership

Baking&Snack

The knowledge authority for the development, production, packaging and distribution of grain-based foods



bakingBUSINESS.com

The leading grain-based foods information site



BAKING & SNACK INTERNATIONAL

Trends and technology for the industrial baking market worldwide



BSImagazine.com

The online resource for the global baking market



SNACK WORLD

The official journal of the Snack Food Association



IBIE

The official publications of IBIE produced exclusively in cooperation with Sosland Publishing



Market-leading publications and web offerings for the grain-based foods industry...

Baking & Snack

After more than 30 years, *Baking & Snack* continues to be the premier information source for the \$97-billion grain-based foods industry. With a focus on processing and in-plant operations, *Baking & Snack* is written for managers and decision makers responsible for the development, production, packaging and distribution of grain-based foods. Whether you are interested in marketing your products to the North American or international markets, and whether you have a preference for print or electronic media, *Baking & Snack* can deliver your message at a higher level. *Baking & Snack* is the clear leader in the category by every measure.



Source: Publisher's own data

Market Share

Market share is tracked independently by IMS - The Auditor and is an actual count of advertising pages run in the category magazines. Market share is a key indicator of advertising effectiveness as advertisers typically run more pages in the magazine that is most effective.



Source: IMS - The Auditor, January - September 2009

Market Summary Grain-Based Foods

Total Value of Shipments	\$97,271,171,000
Total Cost of Materials	\$35,447,802,000
Total Capital Expenditures	\$2,695,401,000
Buildings and Other Structures	\$587,453,000
Machinery and Equipment	\$2,107,948,000

Total Companies	5,463
Total Manufacturing Plants	6,220
Total Employees	339,667
Plants with 1-19 Employees	4,102
Plants with 20-99 Employees	1,267
Plants with 100+ Employees	851

2,118 plants with 20+ employees account for \$94 billion or 97% of total value of shipments.

Source: Bureau of Census

Circulation

We maintain precise circulation, offering full disclosure on our distribution in every segment of the industry.

Total Circulation	11,604 ¹
Readers per copy	4.0 ²
Total Readership	46,416³

¹BPA, June 2009 ²Baxter Research Center, March 2009 ³Publisher's own data

Q: For maximum advertising effectiveness

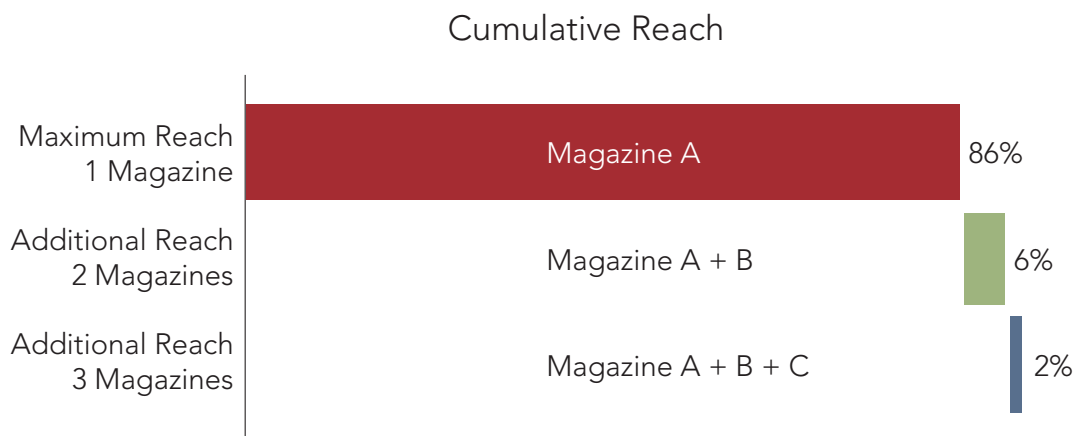
When facing a market with multiple publications, what is the most cost-effective way to allocate precious advertising dollars? Is it better to place four insertions in each of three publications or place twelve insertions in only the leading publication? Should you concentrate or diversify? If you are advertising in the leading publication in your market, how much can you increase your coverage by adding a second or third publication to your schedule?

A:

A concentrated ad campaign in the leading publication provides a significantly greater return on investment. Concentration is not only more cost effective, but a high frequency campaign in the leading magazine can deliver greater advertising impact. Reach in a given market is increased only marginally with the addition of multiple magazines.

A Cahnners Publishing Company CARR Report concluded the law of diminishing returns applies with the addition of multiple magazines in a market. The reach of the first publication covered 86% of the market. The second publication added only 6% coverage; and the third only 2%.

The Law of Diminishing Returns: One Leading Publication Covers 86% of the Market



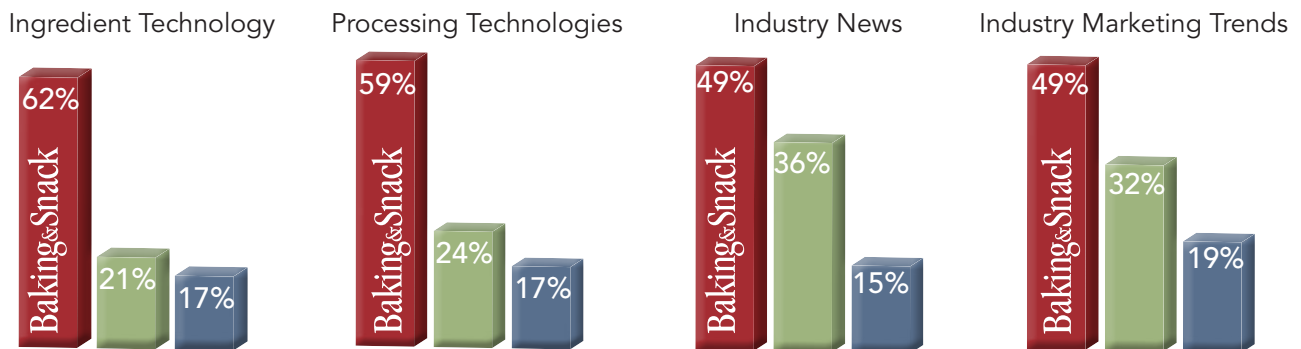
The Best Industry Magazine by Any Measure

Baking & Snack continues to be the leading choice among marketers in the grain-based foods industry for good reason. *Baking & Snack* is the most respected, most comprehensive, useful, credible and appealing publication to the industry readers. It is the leader in covering ingredient technologies, processing technologies, industry news and marketing trends. Its readers, your customers and potential customers, rely on *Baking & Snack* as an industry resource on a regular basis; 90% of respondents report reading 3 or 4 of 4 of the most recent issues. Multiple research demonstrates *Baking & Snack* is the best industry magazine to deliver your message.

Source: Baxter Research Center, March 2009

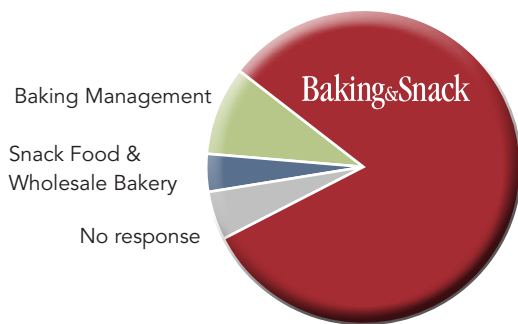


Which single magazine does the best job of covering...



Cypress Research Associates, LLC, September 2008**

Overall design and presentation



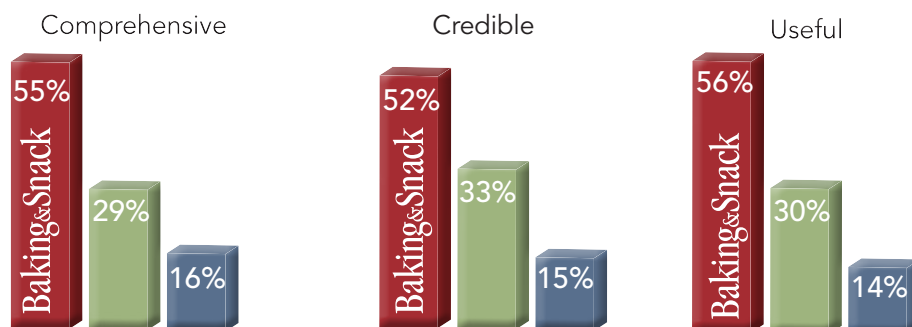
Cypress Research Associates, LLC, September 2008**

Magazines read regularly

	Read 3 or 4 of 4	Read 4 of 4
Baking & Snack	90%	76%
Baking Management	36%	30%
Snack Food & Wholesale Bakery	33%	29%

Baxter Research Center, March 2009

Preferred magazine by publication attributes...



Cypress Research Associates, LLC, September 2008**

**These charts are a sampling of the comprehensive results of the study. For a complete review of the findings or a report of the methodology and statistical accuracy, please contact your *Baking & Snack* representative.

2010 Editorial Calendar

	January	February	March	April	May	June
Special Feature		Capital Spending Survey	Baker of the Year	IBIE Preview	IBIE Preview	Leadership Awards
Bakery Feature	Baking/Snack Directory and Buyers Guide 	In-Plant Feature	In-Plant Feature	In-Plant Feature	In-Plant Feature	In-Plant Feature
Opinions: Expert Commentary, Corporate Insight Outside the Box		Industry Insight, Ask the Expert	Formulation Foresight	Legislation Update	Industry Insight, Ask the Expert	Formulation Foresight
Marketing Business Feature		Breakfast Foods	Special Diets	Wholegrain	Pizza	Cross Marketing
Operations: Processing Innovations, Case Studies, Equipment Spotlight, Operations Business		Snack Foods	Pizza	Bars	Pretzel	Tortilla
		Sheeting/Laminating	Ingredient Handling	Mixing	Finishing Equipment	Bagging/Closures
		Food Safety: HACCP	Sanitary Design	Maintenance/Repair	Food safety: Recall Procedures	Equipment Reliability
Ingredients: Strategies, Applications, R&D, Product Development		Fiber	Fats/Oils	Encapsulation	Chocolate	Chemical Leavening
		Culinary Influences	Commodity Markets 101	Ingredient Alternatives	Art vs. Science	Flour Quality Update
Departments	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	
Meeting Previews		BCMA	IBIE	IBIE	IFT	
Bonus Distribution		ASB: Feb. 28 - March 3, Chicago, IL SNAXPO: March 3-6, Fort Worth, TX ABA Annual Convention: March 13-17, Boca Raton, FL	BCMA: April 18-20, Naples, FL	BCMA: April 18-20, Naples, FL	Purchasing Seminar: June 6-9, Kansas City, MO TIA: May 25-26, Las Vegas, NV	IFT/FPFA: July 17-21, Chicago, IL
Close Date/ Materials Due	December 1	January 1	February 1	March 1	April 1	May 1

4800 Main Street, Suite 100
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 Phone: 800-338-6201 or 816-756-1000
 Fax: 816-756-2618

For more information:

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 Matt Feder, Associate Publisher/Equipment Accounts, mfeder@sosland.com
 Bruce Webster, Associate Publisher/Ingredient Accounts, bwebster@sosland.com

July	August	September	October	November	December	
IBIE Preview	IBIE Preview	Construction Report	Sustainability	IBIE Review	Operations Executive of the Year	Special Feature
In-Plant Feature	In-Plant Feature	In-Plant Feature	In-Plant Feature	In-Plant Feature	In-Plant Feature	Bakery Feature
Legislation Update	Industry Insight, Ask the Expert	Formulation Foresight	Legislation Update	Industry Insight, Ask the Expert	Formulation Foresight	Opinions: Expert Commentary, Corporate Insight Outside the Box
Sugar-Free (natural sweeteners)	Bars	Fortified Foods	Portion Control	Ethnic Foods	Snack Foods	Marketing Business Feature
Frozen/ Parbaked Dough	Cookies	Bread	Sweet Goods	Artisan Bread	Crackers	Operations: Processing Innovations, Case Studies, Equipment Spotlight, Operations Business
Dividing/ Rounding	Distribution Systems	Frying Systems	Ovens	Conveyors/ Belting Options	Depositing	
Energy Management	Food Safety: Supplier Certification	Asset Replacement	Freezing	Customer Service Expectations	Green Packaging	
Protein	Flour variety	Sweeteners	Colors and Flavors	Enzymes	Yeast	
Sourcing Specialty Ingredients	Ingredient Safety and Traceability	Bench to Oven Strategies	Health/Wellness: Fortification	Crop Improvement: Meaning to Bakers	The Next Big Trend	Ingredients: Strategies, Applications, R&D, Product Development
Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Recent Patents; New Products; News, People, Calendar	Departments
IBIE	IBIE	PMMI				Meeting Previews
BCMA	TIA	TIA Technical Conference: Sept. 25-26, Las Vegas, NV IBIE: Sept. 26-29, Las Vegas, NV BCMA Tech Conference: Oct. 17-20, Birmingham, AL	AACC: Oct. 24-27, Savannah, GA PMMI: Oct. 31 - Nov. 3, Chicago, IL			Bonus Distribution
June 1	July 1	August 1	September 1	October 1	November 1	Close Date/ Materials Due

Dave DePaul, Associate Publisher/Key Accounts East Coast, ddepaul@sosland.com
 Lily O’Kane, Classified Sales, Lokane@sosland.com or 630-717-8811
 Steve Berne, Editor, sberne@sosland.com
www.bakingbusiness.com

bakingBUSINESS.com Total redesign in 2010!

Bakingbusiness.com is being *completely redesigned* to make reading and searching for feature stories faster and easier while providing advertisers larger ad sizes to better promote products and services.

HOME PAGE



Leaderboard

The new Leaderboard size gives your advertising message maximum exposure in a premium location. The Leaderboard is featured at the top of every page of the site.

Size: 728 x 90 pixels, 50k maximum file size

Cost: \$2,200/month

Rectangle

Located in the main content area on every page of the Web site, your Rectangle ad will be in the readers' view at all times. The Rectangle is not only the largest sized ad but, statistically, it also has the highest click-through rate.

Size: 300 x 250 pixels, 50k maximum file size

Cost: \$2,200/month

Banner

The Banner ad serves as a footer next to the commonly searched links on the Web site. On the article pages, the banner will make a lasting impression as visitors read the articles.

Size: 468x60 pixels, 50k maximum file size

Cost: \$1,500/month

NEWS ARTICLE PAGE



Online Impact Reporting

All online marketing opportunities come with optional advanced reporting designed to help you measure the impact of your campaigns and optimize your marketing spend. Impressions and click-through rates are delivered on a monthly basis, as well as detailed lead information on site visitors who click on your ads. Talk to your sales representative to learn more about how we can help you successfully manage your online campaigns.

Online Specs

Ad delivery instructions

E-mail online ads as an e-mail attachment to: webads@sosland.com. Materials must be received one week before the start or change of the campaign to ensure trafficking on the start/change date. A working click-through URL must be submitted with every ad. The click-through URL should NOT be embedded in flash creatives because impressions cannot be counted if the URL is in the .swf file.

Format: JPEG, GIF, Animated GIF, Internal Redirect, Flash SWF and **NEW** Expandable Banners (call for special rates & details)

Resolution: 72 dpi

Color depth: 8 bit (256 colors)

Flash Requirements

Clicks on Flash ads can only be tracked with the proper code included in the initial design. A clickTAG button must be added on the topmost layer and contain the following action script exactly as it appears:

```
on (release){
  getURL (clickTAG, "_blank");
}
```

clickTAG Coding Instructions

Use the getURL function in the Actions-Frame panel to write the tracking code.

1. Add an extra layer to the top of the layer panel.
2. Select that layer with the Selection tool.
3. Use the Rectangle tool to cover the creative throughout the entire timeline.
4. Convert the rectangle into a "Button" symbol.
5. Make the rectangle transparent: Effect panel > Alpha > 0%
6. In the Actions-Frame panel, give the following action to the transparent rectangle:

```
getURL: clickTAG (check the Expression box)
Window: _blank
Variables: Don't send
```

Customer may be billed for alterations made to online ads.

e-Newsletters

Daily

The Bakingbusiness.com Daily e-Newsletter delivers the latest news and features to 11,900* grain-based foods executives each afternoon. New in 2010, you will have the option to sponsor the Monday/Wednesday/Friday newsletter or the Tuesday/Thursday newsletter.



	M/W/F	T/Th	
Leaderboard:	\$2,175	\$1,425	728x90 pixels
Rectangle:	\$1,725	\$1,150	300x250 pixels
Banner:	\$1,375	\$925	468x60 pixels

Weekly

The weekly newsletter is e-mailed on Fridays to a circulation of 16,440* grain-based foods professionals. We offer a comprehensive compilation of the week's top stories as they appeared on Bakingbusiness.com.

Leaderboard:	\$1,265	728x90 pixels
Rectangle:	\$920	300x250 pixels
Banner:	\$690	468x60 pixels

Morning Brief

The Sosland Morning Brief is the industry's ONLY daily e-Newsletter that covers overnight news and market information. Delivered every morning by 9 a.m. Central Standard Time, the Sosland Morning Brief is the businesses' must read at the beginning of every business day. Distribution: 20,000 daily*



	M/W/F	T/Th	Size
Leaderboard:	\$2,595	\$1,730	728x90 pixels
Rectangle:	\$1,995	\$1,330	300x250 pixels

Food Safety Monitor

Sosland Publishing's Food Safety Monitor is designed to keep industry executives informed about the latest news affecting the safety and wholesomeness of the food supply.



The only timely source of food safety information, Sosland Publishing's Food Safety Monitor is published every-other-week and delivered to the in-boxes of over 61,000* industry executives. If you sell or market food safety or quality control systems or applications, there is no better vehicle to deliver your message.

Leaderboard:	\$2,015	728x90 pixels
Banner:	\$1,100	468x60 pixels
Tower:	\$1,465	150x300 pixels

Note: All newsletter pricing based on a calendar month.

Format: JPEG, GIF, Animated GIF. 50k maximum file size.
Internal Redirects and Flash SWF are not acceptable for e-newsletters.

*Source: publisher's own data

Digital Edition

In addition to the printed magazine, every edition of Baking & Snack is available online. The Digital Edition is an exact replica of the printed version. It is easy to access, downloads quickly and is simple to flip through advertising and editorial pages. Your digital advertisements will feature live links to your company website and email addresses. All offered at no charge with your advertisement in the print magazine.



Online Marketing

Targeted E-Mail Marketing

Deliver your message directly to your best prospects. E-Blasts are a great way to introduce new products, announce special offers, or just drive qualified traffic and leads to your website. A detailed report of lead information from clicks on your eblast will be sent to you one week following the e-blast launch. Contact your sales representative for custom pricing and campaign options.



Webinars

Generate leads while educating the industry with a custom Webinar on the topic of your choice. Your webinar will be promoted through the print magazine, digital edition, online ads, and e-mail marketing. Sponsors will receive the full registration list with contact information and the Webinar will be available online for 3 months after the live event. Contact your sales representative for pricing.



BAKING & SNACK INTERNATIONAL

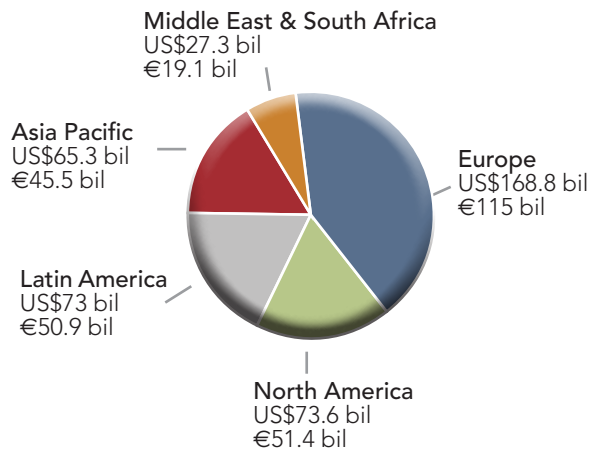
www.bsimagazine.com



Baking & Snack International offers both print and electronic advertising opportunities for suppliers looking to impact the largest industrial bakers worldwide. *Baking & Snack International* reaches more than 14,000 subscribers in 150 countries*, and is the only truly international magazine for the \$400 billion worldwide grain-based foods market. With a line-up of unique content, the magazine includes global news, market data/analysis, corporate features and formulation/processing technologies. For 2010, the magazine will publish quarterly in both print and digital versions. An accompanying Web site, www.bsimagazine.com, and weekly e-newsletter are also available to readers and offer more timely and in-depth information.

*Source: Publisher's own data

Global Market for Bakery Products 2008



Source: Euromonitor International

BSImagazine.com is the leading online resource for trends and technology for the global industrial baking market. The site offers industry-related news, a calendar of bakery meetings and events around the world and links to industry web sites. It also provides feature articles found in the most recent issue of *Baking & Snack International* as well as archived issues.

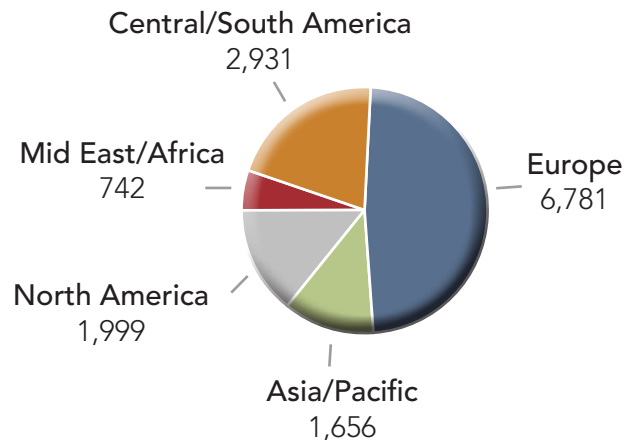


Circulation

Total Circulation	14,109
Readers per copy	3.0
Total Readership	42,327

Source: SPC Circulation Records, September 2009

Geographical Distribution



2010 Editorial Calendar

1st quarter February

Market Update: Europe

Corporate Profile

Ingredient Features: Fiber, Ingredient Innovations

Processing, Packaging Features: Ovens, Conveyors

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

EUROPAIN- 6-10 March, Paris, France

Ad Close Date: January 4

2nd quarter - May

Market Update: Asia Pacific/ Australasia

Corporate Profile

Ingredient Features: Fats/Oils, Dough Conditioners

Processing, Packaging Features: Mixers, Finishing Equipment

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

IBIE - 26-29 Sept., Las Vegas, NV

Ad Close Date: April 1

3rd quarter - August

Market Update: North/South/Latin America

Corporate Profile

Ingredient Features: Wholegrains, Chocolate

Processing, Packaging Features: Fryers, Dividing/Rounding

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

IBIE - 26-29 Sept., Las Vegas, NV

Ad Close Date: July 1

4th quarter - November

Market Update: Middle East/South Africa

Corporate Profile

Ingredient Features: Colors/Flavors, Inclusions

Processing, Packaging Features: Sheeters/Laminators

Ingredient Handling

New Bakery Product Showcase

Product Spotlights

Ingredient/Product/Packaging Innovation Showcase

IBIE Review

Ad Close Date: September 28

Sample Reader Companies

Al Oumara — Lebanon

*Agritech SpA — Italy

Arnott's — Australia

Associated British Foods Plc (ABF) — UK

Bahlsen GmbH & Co KG — Germany

Barilla Holding SpA — Italy

*Bauducco — Brazil

Bimbo — Sara Lee Corp. — Spain

Bimbo SA de CV — Mexico

*Braces — UK

*Britannia Industries Ltd / Groupe Danone — India

British Bakers — UK

Cereal Partners Worldwide — Switzerland

*Der Bäcker Ruetz — Austria

*Fresh Start Bakeries — USA

Gamesa — PepsiCo Inc — Mexico

*Gardenia Bakeries Inc — Philippines

General Mills Inc — USA

George Weston Ltd — Canada

*Goodman Fielder Ltd / Burns, Philp & Co Ltd — Australia

Groupe Danone — France

Gruma SA de CV — Mexico

*Grupo Siro — Spain

*Hiestand International — Switzerland

IFFCO — UAE

Karl Fazer Oy AB — Finland

Kellogg Co — USA

Kraft Foods Inc — USA

Kuwait Flower Mills & Bakeries Co. S.A.K. — Kuwait

*Lanterna Alimentari Genova — Italy

*Lantmännen Unibake — Denmark

Lotte Group — Japan

M. Dias Branco — Brazil

Maple Leaf Foods — Canada

*Millba AS — Norway

*Modern Bakery LLC — UAE

Nebico Pvt. Ltd. / National Biscuits & Confectionary — Nepal

Nestlé SA — Switzerland

Parmalat Finanziaria SpA — Italy

*Pepperidge Farm — USA

*Productos Gabi — Mexico

RHM Ltd / Rank Hovis Ltd — UK

Sabritas — PepsiCo Inc — Mexico

*Sasko Bakeries — South Africa

*Shikishima Baking Co Ltd — Japan

Siberian Bread Corp. — Russia

*Tasti Baking Co. — New Zealand

Ülker — Turkey

United Biscuits (Holdings) Plc — UK

Warburtons Ltd — UK

Western Bakeries — Saudi Arabia

Yamazaki Baking Co Ltd — Japan

*Profiled in *Baking & Snack International*

Ad Sizes

Publication Trim Size 8" x 10.75" (width x depth)

	INCHES (width x depth)			MM (width x depth)		
	Standard Ads (non-bleed)	Bleed Ads		Standard Ads (non-bleed)	Bleed Ads	
		Trim*	Bleed		Trim*	Bleed
2 Page Spread	15 x 10	16 x 10.75	16.25 x 11	381 X 254	406.4 X 273.05	412.75 X 279.4
1/2 Page Spread	15 x 4.875	16 x 5.375	16.25 x 5.625	381 X 123.8	406.4 x 136.525	412.75 X 142.875
Page	7 X 10	8 X 10.75	8.25 X 11	178 x 254	203.2 x 273.05	209.55 X 279.4
2/3 page (V)	4.625 X 10	5.25 X 10.75	5.5 X 11	117 x 254	133.35 x 273.05	139.7 x 279.4
1/2 page island	4.625 X 7.5	5.25 X 8	5.5 X 8.25	117 x 191	133.35 x 203.2	139.7 x 209.55
1/2 page (H)	7 X 4.875	8 X 5.375	8.25 X 5.625	178 x 124	203.2 x 136.525	209.55 x 142.875
1/2 page (V)	3.375 X 10	4 X 10.75	4.25 X 11	86 x 254	101.6 x 273.05	107.95 x 279.4
1/3 page (H)	7 X 3.25	8 X 3.75	8.25 X 4	178 x 83	203.2 x 95.25	209.55 x 101.6
1/3 page (V)	2.125 X 10	2.75 X 10.75	3 X 11	54 x 254	69.85 x 273.05	76.2 x 279.4
1/3 page square	4.625 X 4.875	5.25 X 5.375	5.5 X 5.625	117 x 124	133.35 x 136.525	139.7 x 142.875
1/4 page (H)	7 X 2.375	8 X 2.875	8.25 X 3.125	178 x 60	203.2 x 73.025	209.55 x 79.375

*Live area should be held 3/8" from trim

*Live area should be held 9.52mm from trim

Regular Issue Rates (Applies to monthly and quarterly issues)

	1X	6X	13X	26X	52X
Page	\$4,996	\$4,362	\$3,739	\$3,116	\$2,493
2/3	\$3,739	\$3,265	\$2,796	\$2,323	\$2,050
1/2 Isl	\$3,234	\$2,827	\$2,426	\$2,046	\$1,864
1/2	\$2,992	\$2,616	\$2,245	\$1,864	\$1,488
1/3	\$2,240	\$1,964	\$1,674	\$1,406	\$1,112

2-Color	\$690
4-Color	\$1,790

Note: Increased frequency rates may be earned in combination with other Sosland publications.

Classified Advertising Rates

Frequency	1-2	3-5	6-11	12+
Rate	\$125	\$120	\$100	\$80

Annual Issues



Specs

4-Color Density Specifications

Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

Colors Available

Standard 4-color process. Metallic and PMS colors printed at additional cost. At publisher's discretion, PMS colors may be manufactured from process.

Binding: saddle stitched

Paper: Cover - 80-lb enamel; body - 45-lb enamel

Line Screen: 150-line required

Inserts: Contact publisher for specifications

Composition by Publisher

Publisher will compose advertisements and make corrections or alterations at advertiser's request. The advertiser will be billed a minimal production charge (publisher's cost + 15%). Hard proofs will be provided upon request to the advertiser if production deadlines are met.

Material Required

Ads should be submitted in a digital format. PDF/X-1a, Native InDesign, Quark, Illustrator and PhotoShop documents are accepted for both PC and MAC. All materials must be accompanied by a Kodak Approval or equivalent color proof. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap image resolution must be 1200 dpi. Complete specifications and forms can be found at:

<http://www.bakingbusiness.com>

Preferred Media: CD or FTP

Files submitted via FTP require a PDF for proofing (plus Kodak Approval or equivalent, as stated above). MAC files must be compressed using Stuffit Software. PDF/X-1a files can be e-mailed to preflight@sosland.com. For additional information, contact the PreFlight Department.

Ship advertising materials on disk or CD to:

Baking & Snack

Attn: Debbie Maniez
4800 Main Street, Suite 100
Kansas City, MO 64112-2513 USA

phone: (+1) 816 756 1000

fax: (+1) 816 756 0494

e-mail: preflight@sosland.com

Annual Issue Rates

Size	¹ One Time	² Sosland Advertiser	³ Program Advertiser	⁴ Regular Advertiser
Page	\$6,824	\$6,195	\$5,572	\$4,800
2/3	5,104	4,640	4,166	3,708
1/2 Isl	4,430	4,012	3,510	3,203
1/2	4,094	3,719	3,250	2,946
1/3	3,064	2,781	2,430	2,215

Color (Per Page)

2-Color \$850

4-Color \$1,900

Note: Increased frequency rates may be earned in combination with other Sosland publications.

¹One Time

This rate applies to advertisers participating in only a single annual issue.

²Sosland Advertiser

This rate applies to any current advertiser, regardless of frequency or size.

³Program Advertiser

This rate applies to advertisers committed to a set advertising plan for the year.

⁴Regular Advertiser

This rate applies to advertisers maintaining a monthly schedule in at least one Sosland publication.