

ABOUT US :

As you page through a Five Star Publishing magazine, you can see we accommodate the advertising needs of large manufacturers and small family-owned operations alike.

We mail over 1,000,000 magazines each year throughout four titles. This guarantees our advertisers will be seen by several thousands of qualified buyers every month. Our editorial content make our magazines an enjoyable reading experience. Many businesses choose to put them in their lobbies and counter tops for the enjoyment of their customers!

Attending the major industry trade shows throughout the year and exhibiting our magazines is a very important part of what we do. We enjoy this chance to meet our clients face-to-face, and the opportunity to collect new readers to add to our mailing list.

When you speak with a Marketing Advisor from Five Star Publishing, you won't just be sold advertising space. You will be educated about print and online marketing in general. We pride ourselves for taking a no-nonsense approach to the sometimes-confusing aspects of marketing. Our advertising renewal rate is over eighty percent, and our reputation for honesty and our ability to grow your business has even earned us our city's prestigious Chamber of Commerce Small Business of the Year Award.

You have several marketing options to choose from. Let us assist you with your marketing needs, and you'll discover advertising that is profitable for your business.

Eastern Farm & Livestock Directory



Midwest Farm & Livestock Directory



Southern Farm & Livestock Directory



Contractors Equipment Directory



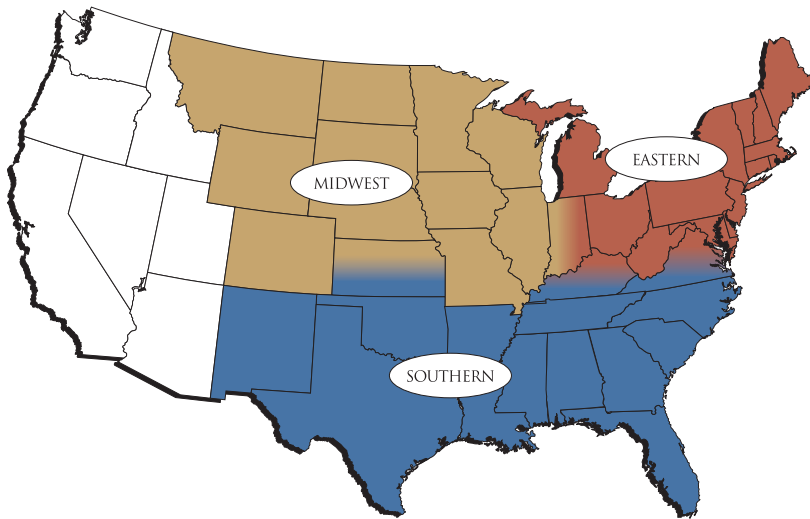
www.fivestarpublishing.com
Built on Success • Since 1994

Five Star PUBLISHING, INC.

1517 3rd Avenue N.W., Fort Dodge, Iowa 50501-0998 • 800-622-8836 • 515-955-6234 • Fax 515-955-6218

Your advertising dollars are valuable investment dollars. Invest in results. Advertise today with Five Star Publishing.

COVERAGE AREA MAPS



www.farmandlivestockdirectory.com

Eastern Farm & Livestock Directory

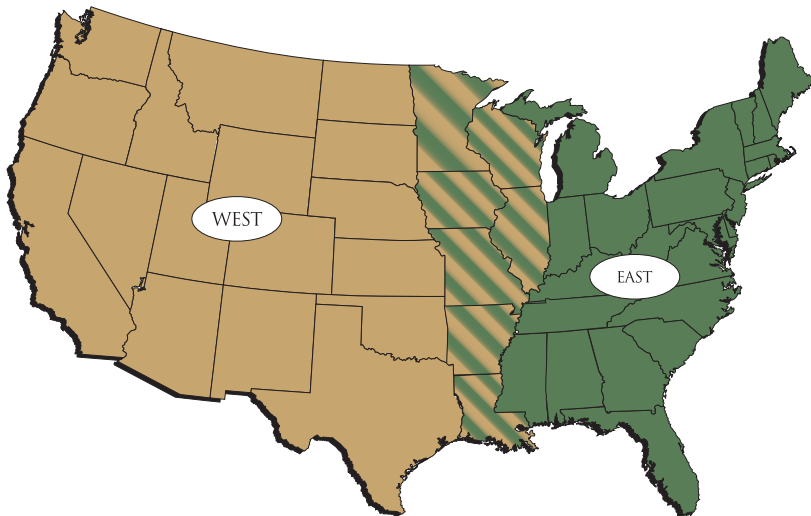
Connecticut
Delaware
Indiana
Kentucky
Maine
Maryland
Massachusetts
Michigan
New Hampshire
New Jersey
New York
Ohio
Pennsylvania
Rhode Island
Vermont
Virginia
West Virginia

Midwest Farm & Livestock Directory

Colorado
Illinois
Indiana
Iowa
Kansas
Minnesota
Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Wyoming

Southern Farm & Livestock Directory

Alabama
Arkansas
Florida
Georgia
Kansas
Kentucky
Louisiana
Mississippi
New Mexico
North Carolina
Oklahoma
South Carolina
Tennessee
Texas
Virginia



www.contractorsequipmentdirectory.com

The Contractors Equipment Directory West Edition

Arizona	Louisiana	Oklahoma
Arkansas	Minnesota	Oregon
California	Missouri	South Dakota
Colorado	Montana	Texas
Idaho	Nebraska	Utah
Illinois	Nevada	Washington
Iowa	New Mexico	Wisconsin
Kansas	North Dakota	Wyoming

The Contractors Equipment Directory East Edition

Alabama	Louisiana	North Carolina
Arkansas	Maine	Ohio
Connecticut	Maryland	Pennsylvania
Delaware	Massachusetts	Rhode Island
Dist. Of Colum.	Michigan	South Carolina
Florida	Minnesota	Tennessee
Georgia	Mississippi	Vermont
Illinois	Missouri	Virginia
Indiana	New Hamp.	West Virginia
Iowa	New Jersey	Wisconsin
Kentucky	New York	



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A D V E R T I S I N G C O N T R A C T

2012 – 2013 Editions Available	Midwest Farm & Livestock Directory	Eastern Farm & Livestock Directory	Southern Farm & Livestock Directory	The Contractors Equipment Directory East Edition
				The Contractors Equipment Directory West Edition

July '12				July '12 East	
August '12				August '12 West	
September '12				September '12 East	
Fall 2012 Manufacturers Edition				October '12 West	
November '12				November '12 East	
December '12				December '12 West	
Winter 2013 Builders Edition				January '13 East	
February '13				February '13 West	
March '13				March '13 East	
Spring 2013 Manufacturers Edition				April '13 West	
May '13				May '13 East	
June '13				June '13 West	
July '13				July '13 East	
August '13				August '13 West	
September '13				September '13 East	
Fall 2013 Manufacturers Edition				October '13 West	
November '13				November '13 East	
December '13				December '12 West	

_____ insertions at \$ _____ net (billed monthly)

Total investment: (net) \$ _____

Please fax the completed form to **515-955-6218** to reserve your space or mail to:

Five Star Publishing, Inc., 1517 3rd Ave. NW, Fort Dodge, Iowa 50501-0998

We accept credit card payments. Please submit the following information:

Company Name _____

Phone _____ Date _____

Authorization Signature _____



CLOSING DATES & FEATURES

Eastern Farm & Livestock Directory

Connecticut	New Jersey
Delaware	New York
Indiana	Ohio
Kentucky	Pennsylvania
Maine	Rhode Island
Maryland	Vermont
Massachusetts	Virginia
Michigan	West Virginia
New Hampshire	

JULY 2012	MAY 17
AUGUST 2012	JUNE 14
SEPTEMBER 2012	JULY 12
FALL 2012 MANUFACTURERS EDITION	AUG. 16
NOVEMBER 2012	SEPT. 13
DECEMBER 2012	OCT. 11
WINTER 2013 BUILDERS EDITION	NOV. 15
FEBRUARY 2013	DEC. 13
MARCH 2013	JAN. 10

SPRING 2013 MANUFACTURERS EDITION	FEB. 14
MAY 2013	MARCH 14
JUNE 2013	APRIL 11
JULY 2013	MAY 16
AUGUST 2013	JUNE 13
SEPTEMBER 2013	JULY 11
FALL 2013 MANUFACTURERS EDITION	AUG. 15
NOVEMBER 2013	SEPT. 12
DECEMBER 2013	OCT. 10

Midwest Farm & Livestock Directory

Colorado	Nebraska
Illinois	North Dakota
Indiana	South Dakota
Iowa	Wisconsin
Kansas	Wyoming
Minnesota	
Missouri	
Montana	

JULY 2012	MAY 24
AUGUST 2012	JUNE 21
SEPTEMBER 2012	JULY 19
FALL 2012 MANUFACTURERS EDITION	AUG. 23
NOVEMBER 2012	SEPT. 20
DECEMBER 2012	OCT. 18
WINTER 2013 BUILDERS EDITION	NOV. 20
FEBRUARY 2013	DEC. 20
MARCH 2013	JAN. 17

SPRING 2013 MANUFACTURERS EDITION	FEB. 21
MAY 2013	MAR. 21
JUNE 2013	APRIL 18
JULY 2013	MAY 23
AUGUST 2013	JUNE 20
SEPTEMBER 2013	JULY 18
FALL 2013 MANUFACTURERS EDITION	AUG. 22
NOVEMBER 2013	SEPT. 19
DECEMBER 2013	OCT. 17

Southern Farm & Livestock Directory

Alabama	New Mexico
Arkansas	North Carolina
Florida	Oklahoma
Georgia	South Carolina
Kansas	Tennessee
Kentucky	Texas
Louisiana	Virginia
Mississippi	

JULY 2012	MAY 31
AUGUST 2012	JUNE 28
SEPTEMBER 2012	JULY 26
FALL 2012 MANUFACTURERS EDITION	AUG. 30
NOVEMBER 2012	SEPT. 27
DECEMBER 2012	OCT. 25
WINTER 2013 BUILDERS EDITION	NOV. 29
FEBRUARY 2013	DEC. 27
MARCH 2013	JAN. 24

SPRING 2013 MANUFACTURERS EDITION	FEB. 28
MAY 2013	MARCH 28
JUNE 2013	APRIL 25
JULY 2013	MAY 30
AUGUST 2013	JUNE 27
SEPTEMBER 2013	JULY 25
FALL 2013 MANUFACTURERS EDITION	AUG. 22
NOVEMBER 2013	SEPT. 26
DECEMBER 2013	OCT. 24

The Contractors Equipment Directory East Edition

Alabama	Minnesota
Arkansas	Mississippi
Connecticut	Missouri
Delaware	New Hampshire
Dist. Of Colum.	New Jersey
Florida	New York
Georgia	North Carolina
Illinois	Ohio
Indiana	Pennsylvania
Iowa	Rhode Island
Kentucky	South Carolina
Louisiana	Tennessee
Maine	Vermont
Maryland	Virginia
Massachusetts	West Virginia
Michigan	Wisconsin

The Contractors Equipment Directory 2012

JULY 2012 (EAST)	JUNE 7
AUGUST 2012 (WEST)	JULY 3
SEPTEMBER 2012 (EAST)	AUGUST 2
OCTOBER 2012 (WEST)	SEPTEMBER 6
NOVEMBER 2012 (EAST)	OCTOBER 4
DECEMBER 2012 (WEST)	NOVEMBER 1

The Contractors Equipment Directory 2013

JANUARY 2013 (EAST)	DECEMBER 6
FEBRUARY 2013 (WEST)	JANUARY 3
MARCH 2013 (EAST)	JANUARY 31
APRIL 2013 (WEST)	MARCH 7
MAY 2013 (EAST)	APRIL 4
JUNE 2013 (WEST)	MAY 2
JULY 2013 (EAST)	JUNE 6
AUGUST 2013 (WEST)	JULY 2
SEPTEMBER 2013 (EAST)	AUGUST 1
OCTOBER 2013 (WEST)	SEPTEMBER 5
NOVEMBER 2013 (EAST)	OCTOBER 3
DECEMBER 2013 (WEST)	OCTOBER 31

Why Advertise With Us?

- ✦ We are marketing professionals who will guide you through all aspects of print advertising.
- ✦ We carefully select and maintain our mailing list of over 600,000 qualified end-users.
- ✦ We can design a marketing plan to fit any budget.
- ✦ We can strengthen your marketing message with a FREE press release.
- ✦ We get you calls you want from your advertising.
- ✦ We have an excellent graphic design staff.
- ✦ We exhibit our magazines at most of the largest industry trade shows.
- ✦ We publish our magazines online. Your ad will have a direct link to your website.
- ✦ We have a long shelf life.
- ✦ We are a well-known and reputable company.

The Contractors Equipment Directory West Edition

Arizona	Nebraska
Arkansas	Nevada
California	New Mexico
Colorado	North Dakota
Idaho	Oklahoma
Illinois	Oregon
Iowa	South Dakota
Kansas	Texas
Louisiana	Utah
Minnesota	Washington
Missouri	Wisconsin
Montana	Wyoming



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Read advertiser's testimonials at www.fivestarpublishing.com.

ADVERTISING RATES & AD COPY SPECS

**Midwest
Farm &
Livestock
Directory**

**The Contractors
Equipment
Directory West**

**Eastern
Farm &
Livestock
Directory**

**The Contractors
Equipment
Directory East**

**Southern
Farm &
Livestock
Directory**

Business Builders

Option 1: 4-color full, postcard	3461
Option 2: 2 pages, postcard	4110
Option 3: back cover, postcard	4650
Option 4: front cover, postcard*	4867
Ultimate Builder: wraparound cover, postcard*	7030

Covers & Priority	1x	.3x	6x	12x
wraparound cover*	5895	.5600	5306	5011
front cover*	3284	.3120	2956	2792
back cover	3072	.2919	2766	2612
inside front full	2810	.2529	2249	1968
postcard insert	2649	.2517	2384	2252
inside back full	2547	.2293	2039	1783
inside front 1/2	1418	.1276	1134	992
inside back 1/2	1286	.1157	1029	900
inside front 1/4	761	.685	609	533
inside back 1/4	696	.628	557	487

Four Color Centers	1x	.3x	6x	12x
2-page spread	2834	.2551	2267	1984
full	1940	.1746	1552	1358
2/3	1493	.1374	1194	1045
junior page	1179	.1061	943	826
1/2	1059	.953	848	742
1/3	817	.736	654	572
1/4	600	.541	480	420
1/6	407	.366	326	285
2x3	216	.195	173	151

Black & White	1x	.3x	6x	12x
full	1608	.1447	1287	1126
2/3	1251	.1126	1001	876
junior page	1037	.933	830	726
1/2	880	.792	704	616
1/4	472	.425	377	331
1/6	341	.307	273	239
1/8	256	.230	204	180
2x3	155	.140	124	109
business card	127	.114	101	89

Discounts valid for signed contracts for future advertising only. Unfulfilled contracts will be rebilled for full rate.

Advertising rates are subject to change without notice, however, contracts entered and in effect before rate change will be honored until expiration of contract.

Five Star Publishing Inc., is responsible only for the cost of the ad for the first incorrect insertion of the ad. Each insertion of an advertisement is proof of publication and it is the responsibility of the advertiser to check the correctness of each insertion. Five Star Publishing Inc., shall not be liable for slight aesthetic changes or typographical errors that do not lessen the intent of the ad.

*Sorry - no discounts for The Farm & Livestock Directory front covers only. These front cover issues are available only for the January, April and October editions. The discounts are available for all issues of The Contractors Equipment Directory.

Pre-paid and credit card orders receive an additional 2% discount.

For best results submit art in accordance to these specifications: JPEG, TIFF or EPS images at 100% size of required printed product (send photos and text separately)

Images must be scanned at300 DPI*

DPI for glossy pages300 DPI*

DPI for four-color pages200 DPI*

DPI for black and white pages100 DPI*

*Dots Per Square Inch • Right Reading - Emulsion Down

No imbedded files please! If submitting your ad as a PDF file, please be sure the artwork is absolutely the correct size and is in CYMK color format. PDF files cannot be modified.

We accept the following media: Mac compatible CD/Floppies/Opticals • ZIP disks • FTP transfer - please call 800-622-8836 for further information in regards to password information (ask for art department). You may also email your request. Files sent via FTP must be compressed. If you need to compress files, please use a self-extracting utility only.

Supported software: QUARK XPRESS • ADOBE ILLUSTRATOR • ADOBE PHOTOSHOP • MACROMEDIA FREEHAND • MICROSOFT WORD • INDESIGN (If you submit your ad in Microsoft Word, please be sure to also send any photos/graphics separately, or as an attachment in the same email.) Please be aware that we may have limitations in the use of these files from other programs.

The publisher reserves the right to reject any advertising. The publisher accepts no responsibility for the contents of any advertising within the publication, and any representation or claims are those of the advertiser and not the publisher.

Ad size dimensions / width x height (inches)

business card	3.2 x 1.4	1/2 vertical	4.8 x 12.3
2x3	3.2 x 3.0	1/2 horizontal	10 x 6.1
1/6 vertical	3.2 x 6.1	junior page	6.5 x 9.2
1/6 horizontal	6.5 x 3.0	2/3	6.5 x 12.3
1/8 vertical	3.2 x 4.5	full	10 x 12.3
1/8 horizontal	4.8 x 3.0	back cover	10 x 10.3
1/4	4.8 x 6.1	full bleed*	10.9 x 13.7
1/3	3.2 x 12.3	postcard	6.25 x 4.25

*live matter area 10" x 12.3". Keep all copy within live matter area. 2-page spreads: allow 15/16" for center gutter between pages.

For questions or assistance with ad copy, call 800-622-8836

email ad copy to: adcopy@farmandlivestockdirectory.com
or fax ad copy to 515-955-6218

mail ad copy to: Five Star Publishing
1517 3rd Avenue N.W. Fort Dodge, Iowa 50501-0998

email news and story ideas to
editorial@fivestarpublishing.com.



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