

34 STAR PUBLISHING INC.

Publisher of: *The Wheat Farmer/Row-Crop Farmer* and *Wheat Varieties for Kansas and the Great Plains*

Ad Rates

The Wheat Farmer/Row-Crop Farmer

Editorial Schedule

The Wheat Farmer/Row-Crop Farmer

Ad Rates

Wheat Varieties for Kansas and the Great Plains: Your Best Choices

General Policies



The Wheat Farmer/ Row-Crop Farmer

This monthly subscription-based newsletter contains new, relevant, and practical information about agriculture production of major cash crops in the central U.S. plains. We print the latest news in research in various applications: herbicide, fungicide, seed treatments, seed choices, crop rotation options, irrigation/water management, equipment tips, and so on. Most readers of this magazine are farmers located in Kansas, Oklahoma, Colorado, Texas, and Nebraska. These newsletters typically arrive in subscribers' mailboxes in the middle of the month.

Wheat Varieties for Kansas and the Great Plains: Your Best Choices

This annual guide follows wheat harvest in the central plains, intended for use by farmers and seed dealers as an aid in choosing seed for the next year's wheat crop. We analyze the wheat crop with the help from farmers, university experts, and private company professionals and package the data into a practical wheat-selection guide. Our ratings reflect the combined judgments of not just one expert, but of the top public and private wheat breeders, agronomists, and plant pathologists from Kansas, Oklahoma, Texas, Nebraska, and Colorado.

There is no other publication like it. As publication follows wheat harvest and its analysis, its press date depends heavily on Mother Nature, but is usually shipped to readers the middle of every August.



THE WHEAT FARMER / ROW-CROP FARMER

Production News for the Central Plains

By LAYTON EHMKE

Specializing in Crop Varieties for the Central Plains

Monthly

To Advertise: Call 844-643-0170 or email jen@34starpublishing.com
Circulation: 2,500 • 98% paid • Primarily for farmers in the Central and Southern Plains

Advertising Rates

The Wheat Farmer/Row-Crop Farmer
Black & White

2-page center spread.....	\$810
Full page	\$405
1/2 page.....	\$305
1/4 page.....	\$205
1/8 page (business card)	\$130

Volume Discounts

The Wheat Farmer/Row-Crop Farmer

No. of ads per calendar year	Discount
1-2	0%
3-5	10%
6-11	15%
12	20%

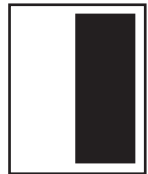
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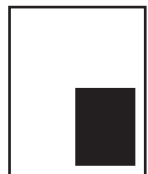
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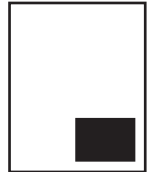
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1/8 page
3 1/2" x 2 1/2"

Featuring the Popular Sections

Questions & Answers

Answers to Questions from Farmers by University and Private Agronomists and farmers. Topics range from fertilizer placement to weed control and more – all under Central Plains conditions.

Farm and Estate Law

Roger McEowen, nationally known agricultural law and estate taxation specialist, writes an 8-page section in each month's issue on recent topics that affect farmers and landowners.

**34
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PUBLISHING INC.
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HEALY, KS 67850

Ad Deadlines

Closing date: 15th of previous month to publication month (for example, June 15 for July issue)

Ad copy due: 1st of the month for publication month (for example, July 1 for the July issue)

2021 Editorial Schedule THE WHEAT FARMER/ROW-CROP FARMER

JANUARY	Sunflower yield test results and Top Picks for 2021/ Burndown and spring residual herbicides for corn and soybeans
FEBRUARY	Fungicides for wheat / wheat spring herbicide options
MARCH	Wheat disease control / Controlling marestail in soybeans
APRIL	Wheat fungicide efficacy / Grain sorghum weed control
MAY	New Wheat Variety Preview
JUNE	Postemergence control options for glyphosate-resistant weeds
JULY	Preliminary report on wheat variety performance / 2021 Preliminary Wheat yield test results
AUGUST	2021 Final Wheat yield results / Fungicide and insecticide seed treatments for wheat / Wheat and canola production advice
SEPTEMBER	Importance of quality wheat seed / Wheat planting dates / Planning for marestail control in 2021 / Fall weed control in wheat
OCTOBER	Management of late-planted wheat / Preliminary 2021 K-State Corn yield results / Planning for pigweed control in 2021
NOVEMBER	Final 2021 K-State Corn yield results and DSM Top Picks for 2021 / Roundup of fall burndown and preplant herbicide programs for corn and soybeans
DECEMBER	2021 K-State Soybean and Grain Sorghum yield results and DSM Top Picks for 2021 / Winter fertilizer and herbicide topdressing in wheat

“Great newsletter and Wheat Varieties book. I really enjoy them. Best value ever.”
– Mark Hammeke, Ellinwood, KS

“I continue to enjoy your publication. The Farmer Field Notes has very good, practical information. Keep up the good work. It's helpful to read ag topics from Kansas rather than 800 miles away!”
– Glen Ensz, Hillsboro, Kansas

“It's about the only publication I get excited about when I see it in the mailbox.” – Tom Shute, Esbon, KS

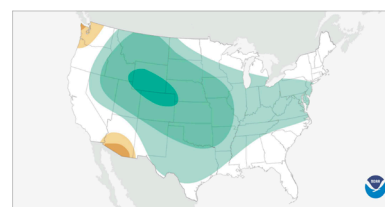


THE WHEAT FARMER/ ROW-CROP FARMER

Monthly Production News for the Central and Southern Plains By Layton Ehms
From 34 Star Publishing, Inc., publisher of Wheat Varieties for Kansas and the Great Plains

Conditions: Wheat harvest across the region is late and delayed, begun far behind the timing of average harvests. Record-setting spring rains, and a long, cool growing period led to high yields especially in western Kansas, where fields weren't flooded. The warm and dry conditions typical of harvest are arriving late, as noted by the ambient temperature prediction from the National Oceanic Atmospheric Administration three-month outlook. Harvest reports suggest test weights have been steady, though continuous rains have stalled harvest for many.

Main Topics In This Issue	
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• Starter Fertilizers	6
• Improving Harvest	8
• Heat Stress in Soybeans	10
• New Corn Hybrids	13
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• Sorghum Yield Forecast	20
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Outlook for Jun 2019 - Aug 2019 (Issued 16 May 2019)
Shaded areas show an increased chance of being higher or lower than usual during the next three months. The darker the shading, the greater the chance for the indicated condition. White areas have equal chances that are below, near, or above the long-term average (median) for the next three months. —Climate.gov

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WHEAT VARIETIES

for Kansas and the Great Plains - 2022

Annual Book published August 2021

To Advertise: Call 844-643-0170 or email jen@34starpublishing.com
Circulation: 4,000 • 98% paid • Primarily for farmers in the Central and Southern Plains

Advertising Rates for the Annual Book

Inside front/back cover (4/C)	\$815
Full page (4/C)	\$615
1/2 page(4/C).....	\$460
Full page (black-and-white).....	\$405
1/2 page (black-and-white).....	\$305
1/4 page (black-and-white).....	\$205
2-Page Spread (4/C)	\$1230
2-Page Spread (black-and-white)	\$810



Display Ad Dimensions



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7" x 5"



1/2 page
3 1/2" x 10"



1/4 page
3 1/2" x 5"



2-Page Spread
15.5" x 10"

2022 Wheat Varieties for Kansas and the Great Plains
Annual Book published August 2021

Ad Deadlines

Closing Date Monday, July 5, 2021

Ad Copy Due Monday, July 12, 2021

Features of the Wheat Varieties Book

- Full-sized maps showing where each variety is best adapted
- Strengths and weaknesses of each variety covers Kansas, Oklahoma, southern Nebraska, eastern Colorado, and Texas Panhandle

Charts comparing varieties for many traits

- Yield record
- Stripe rust
- Leaf rust
- Wheat streak mosaic
- Hessian fly
- Head scab
- Shattering
- Straw strength
- Early spring greenup
- Maturity and height
- Drought tolerance
- Winterhardiness
- Grazing potential
- Milling and baking quality
- And much more

General Policies

The Wheat Farmer/Row-Crop Farmer + Wheat Varieties for Kansas and the Great Plains:

- Advertising material will be discarded one year from last date of insertion.
- No cancellations accepted after closing date.
- Editorial-style copy will be labeled with the word "advertisement."
- We can typeset your ad at no charge.
- All advertising copy is subject to publisher's approval. We reserve the right to refuse copy.
- It is understood and agreed that all orders must conform with the conditions set forth above.
- We reserve the right to eliminate from all orders that do not comply.
- Orders accepted at rates prevailing when order is placed and confirmed.
- All payments must be in U.S. currency.
- Publisher reserves the right to hold an advertiser and/or its agencies jointly and severally liable for payments due. All advertising agencies are considered the legal agent of the advertiser.
- Our liability on any advertisement is limited to the net space cost of that advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for all claims arising therefrom made against the publisher.



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