

# 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](mailto: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

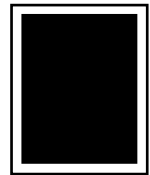
2-page center spread.....	\$935
Full page .....	\$470
1/2 page.....	\$355
1/4 page.....	\$240
1/8 page (business card) .....	\$155

## Volume Discounts

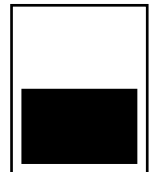
*The Wheat Farmer/Row-Crop Farmer*

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

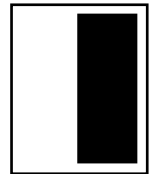
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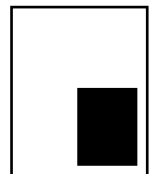
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7" x 10"



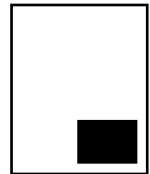
1/2 page  
7" x 5"



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



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



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  
STAR**  
PUBLISHING INC.  
192 N DODGE ROAD  
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)

# 2023 Editorial Schedule THE WHEAT FARMER/ROW-CROP FARMER

<b>JANUARY</b>	2022 K-State Soybean and Grain / Sorghum yield results and DSM Top Picks for 2022 / Top Picks for 2021 / Burndown and spring residual herbicides for corn and soybeans
<b>FEBRUARY</b>	Fungicides for wheat / wheat spring herbicide options
<b>MARCH</b>	Wheat disease control / Controlling marestail in soybeans
<b>APRIL</b>	Wheat fungicide efficacy / Grain sorghum weed control
<b>MAY</b>	Fungicide decision making, Pre-harvest forecast
<b>JUNE</b>	Postemergence control options for glyphosate-resistant weeds
<b>JULY</b>	New Wheat Variety Preview Preliminary report on wheat variety performance / 2023 Preliminary Wheat yield test results
<b>AUGUST</b>	2023 Final Wheat yield results / Fungicide and insecticide seed treatments for wheat / Wheat and canola production advice
<b>SEPTEMBER</b>	Importance of quality wheat seed / Wheat planting dates / Planning for marestail control in 2023 / Fall weed control in wheat
<b>OCTOBER</b>	Management of late-planted wheat / Planning for pigweed control in 2023
<b>NOVEMBER</b>	Preliminary 2023 K-State Corn yield results / Roundup of fall burndown and preplant herbicide programs for corn and soybeans
<b>DECEMBER</b>	Final 2023 K-State Corn yield results and DSM Top Picks for 2022 / Winter fertilizer and herbicide topdressing in wheat

*The July and August issues include field reports of wheat variety performance.*

- “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 Ehrlich  
From 34 Star Publishing, Inc., publisher of Wheat Varieties for Kansas and the Great Plains

**Main Topics In This Issue**

- Wheat Conditions ..... 2
- Agronomy Field News ..... 4
- Soils/Fertilizers ..... 6
- Irrigation/Water ..... 8
- Pest Issues in Soybeans ..... 10
- New Corn Hybrids ..... 13
- Corn Root Rot ..... 14
- Southern Wheat Forecast ..... 20
- Kansas Farm and State Law ..... 21

**Outlook for Jun 2019 - Aug 2019 (based 15 May 2019)**

↑ Higher chance of being warmer than usual  
↓ Lower chance of being warmer than usual

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. Other 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 - 2024

Annual Book published August 2023

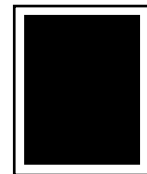
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Circulation: 4,000 • 98% paid • Primarily for farmers in the Central and Southern Plains

### Advertising Rates for the Annual Book

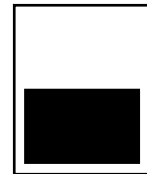
Inside front/back cover (4/C) .....	\$945
Full page (4/C) .....	\$710
1/2 page(4/C).....	\$540
Full page (black-and-white).....	\$470
1/2 page (black-and-white).....	\$355
1/4 page (black-and-white).....	\$240
2-Page Spread (4/C) .....	\$1420
2-Page Spread (black-and-white) .....	\$935



### Display Ad Dimensions



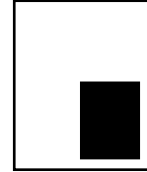
Full page  
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1/2 page  
7" x 5"



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



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



2-Page Spread  
15.5" x 10"

**2024 Wheat Varieties for Kansas and the Great Plains**  
Annual Book published August 2023

### Ad Deadlines

**Closing Date** ..... Monday, July 3, 2023

**Ad Copy Due** ..... Monday, July 10, 2023

### 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

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## ***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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Toll Free: 844-643-0170

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