

UNMATCHED EDITORIAL EXCELLENCE: THE GATEWAY TO ACTIVE IN STORE BUYERS!



**WHITETAIL
INSTITUTE**
RESEARCH = RESULTS
Since 1988

FOOD PLOT JOURNAL 2026 SPECIFICATIONS

TRIM SIZE: 8.25" X 10.875" / LIVE AREA: 7.25" X 9.8125" / BLEEDS: .125"

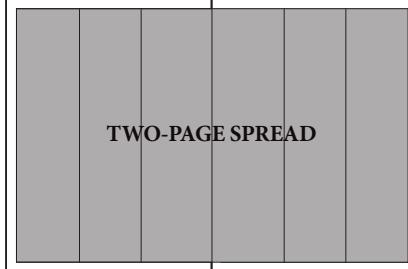
EFFECTIVE DATE: JUNE 1, 2026 / THROUGH MAY 31, 2027 E-MAIL ARTWORK TO: ATCHMEDIA@AOL.COM

EARLY PAYMENT DISCOUNTS:

Net 30 Days (after agency commission).

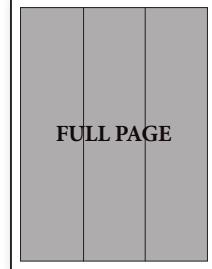
COPY AND CONTRACT REGULATIONS:

- All advertisements are published by Whitetail Institute, with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subjects included in the ad.
- Ad position is at the discretion of the publisher.
- Whitetail Institute reserves the right to reject any advertising. All copy and photos are subject to publisher's approval.
- Special rates and page positioning will be needed if an Island ad is requested. Call for more information.
- Cancellations and Changes are not accepted after the material deadline.
- Rates are subject to change upon publisher's notice. Prevailing rates apply.
- Agencies are responsible for payments of all space ordered by them.



TWO-PAGE SPREAD

Non-Bleed: 15.625" x 9.8125"
Full Bleed: 16.75" x 11.125"
Trim: 16.5" x 10.875"

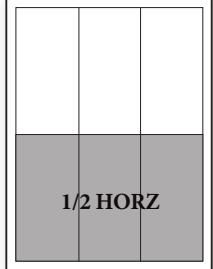


1/2 HORIZONTAL

Non-Bleed: 7.25" x 4.75"
Full Bleed: 8.5" x 5.625"
Trim: 8.25" x 5.5"

FULL PAGE

Non-Bleed: 7.25" x 9.8125"
Full Bleed: 8.5" x 11.125"
Trim: 8.25" x 10.875"

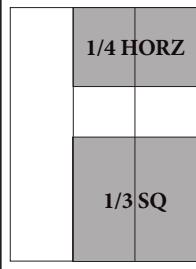


1/4 HORIZONTAL

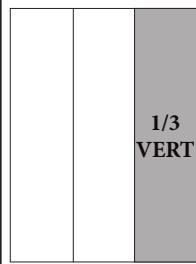
Non-Bleed: 4.75" x 3.375"
Trim: 4.75" x 3.375"

1/3 VERTICAL

Non-Bleed: 2.333" x 9.625"
Full Bleed: 3.0208" x 11.125"
Trim: 2.333" x 9.625"



1/3 SQ



1/3 VERT

Non-Bleed: 1/2 inch inside the trim measurements.

Full Bleed: All bleeds must extend 1/8 inch beyond trim on all sides.

Live Area: 1/2 inch inside of the trim edge. All images and text not intended to bleed should be within this margin.

Trim: The edge of the page.

2026 FOOD PLOT JOURNAL ADVERTISING RATES

RELEASE DATES: 26-2 (MAY 6, 2026) / 27-1 (JANUARY 5, 2027)

ONE TIME INSERTION GROSS RATES

UNIT	PRICING	UNIT	PRICING
TWO-PAGE SPREAD	\$2,6400	1/3 VERTICAL	\$580
FULL PAGE	\$5,775	1/3 SQUARE	\$580
1/2 HORIZONTAL	\$4,450	1/4 HORIZONTAL	\$525

ONE TIME INSERTION GROSS RATES

UNIT	PRICING
COVER 2	\$3,000
COVER 3	\$2,800
COVER 4	\$3,500

ISSUE CLOSING DATES

ISSUE	MATERIAL DEADLINE	RELEASE BY DATE
26-2 SUMMER	4/25/26	5/6/26
27-1 SPRING 2027	12/5/26	1/5/27

RETAIL DISTRIBUTION/CONSUMER SHOWS CIRCULATION / ISSUE - 20,000