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RETAIL DISTRIBUTION/
CONSUMER SHOWS CIRCULATION

FOOD PLOT JOURNAL 2026 SPECIFICATIONS

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

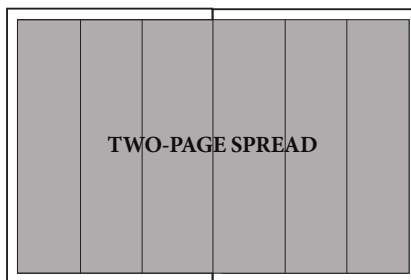
EFFECTIVE DATE: JUNE 1, 2026 / THROUGH MAY 31, 2027 E-MAIL ARTWORK TO: ATCHMEDIA@AOL.COM

EARLY PAYMENT DISCOUNTS:

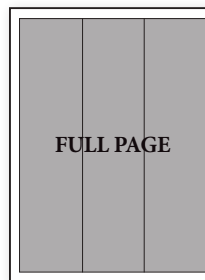
Net 30 Days (after agency commission).

COPY AND CONTRACT REGULATIONS:

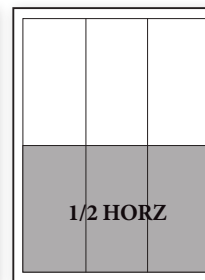
1. All advertisements are published by Whitetail Institute, with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subjects included in the ad.
2. Ad position is at the discretion of the publisher.
3. Whitetail Institute reserves the right to reject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



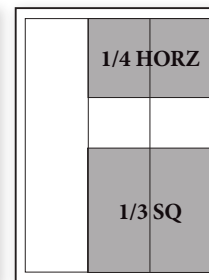
TWO-PAGE SPREAD



FULL PAGE



1/2 HORZ



1/4 HORZ

1/3 SQ

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

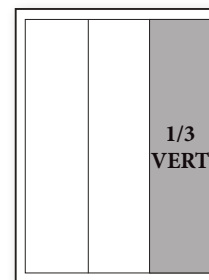
FULL PAGE
Non-Bleed: 7.25" x 9.8125"
Full Bleed: 8.5" x 11.125"
Trim: 8.25" x 10.875"

1/2 HORIZONTAL
Non-Bleed: 7.25" x 4.75"
Full Bleed: 8.5" x 5.625"
Trim: 8.25" x 5.5"

1/3 VERTICAL
Non-Bleed: 2.333" x 9.625"
Full Bleed: 3.0208" x 11.125"

1/4 HORIZONTAL
Non-Bleed: 4.75" x 3.375"

1/3 SQUARE
Non-Bleed: 4.75" x 4.75"



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 (ANUARY 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