

~ 2010 ~  
**CLOSING & MAILING DATES**  
 For Country Living Commercial Advertising

<b>2010 Schedule</b>	<b>Closing Date</b>	<b>Mailing Date</b>
January	December 18	January 4
February	January 22	February 1
March	February 19	March 1
April	March 26	April 5
May	April 23	May 3
June	May 28	June 7
July	June 25	July 5
August	July 23	August 2
September	August 27	September 6
October	September 24	October 4
November	October 22	November 1
December	November 26	December 6

Country Living is a unique publication mailed monthly to over 15,000 farm homes throughout Midwest Ohio and Jay County, Indiana, with 10 acres of land or more.

**FULL COUNTIES**

1. Miami .....	2,086
2. Darke .....	2,347
3. Shelby .....	1,270
4. Montgomery .....	1,299
5. Auglaize .....	1,462
6. Butler.....	882
7. Preble.....	1,326
8. Mercer.....	1,735

**PORTION COUNTIES**

9. Van Wert.....	141
10. Allen.....	481
11. Jay, Indiana.....	341
12. Champaign.....	509
13. Clark.....	440
14. Greene.....	159
15. Logan.....	540
16. Madison.....	205
Miscellaneous .....	677
<b>TOTAL.....</b>	<b>15,900</b>

**COUNTRY LIVING**  
**100% Mailed**

*Just like having your very own "direct mailing" company -- without the cost.*

<b>1-9"</b>	<b>10-19"</b>	<b>20-29"</b>	<b>30-40"</b>
16.68	15.90	14.98	14.52
<b>1x1</b>	16.68	<b>2x6.5</b>	206.70
<b>1x1.5</b>	25.02	<b>2x7</b>	222.60
<b>1x2</b>	33.36	<b>2x7.5</b>	238.50
<b>1x2.5</b>	41.70	<b>2x8</b>	254.40
<b>1x3</b>	50.04	<b>2x8.5</b>	270.30
<b>1x3.5</b>	58.38	<b>2x9</b>	286.20
<b>1x4</b>	66.72	<b>1/2 Page</b>	299.60
<b>1x4.5</b>	75.06	<b>3x3.5</b>	166.95
<b>1x5</b>	83.40	<b>3x4</b>	190.80
<b>1x5.5</b>	91.74	<b>3x4.5</b>	214.65
<b>1x6</b>	100.08	<b>3x5</b>	238.50
<b>1x6.5</b>	108.42	<b>3x5.5</b>	262.35
<b>1x7</b>	116.76	<b>3x6</b>	286.20
<b>1x7.5</b>	125.10	<b>3x6.5</b>	310.05
<b>1x8</b>	133.44	<b>3x7</b>	314.58
<b>1x8.5</b>	141.78	<b>3x7.5</b>	337.05
<b>1x9</b>	150.12	<b>3x8</b>	359.52
<b>1/4 Page</b>	159.00	<b>3x8.5</b>	381.99
<b>2x1</b>	33.36	<b>3x9</b>	404.46
<b>2x1.5</b>	50.04	<b>3/4 Page</b>	435.60
<b>2x2</b>	66.72	<b>4x5.5</b>	329.56
<b>2x2.5</b>	83.40	<b>4x6</b>	359.52
<b>2x3</b>	100.08	<b>4x6.5</b>	389.48
<b>2x3.5</b>	116.76	<b>4x7</b>	419.44
<b>2x4</b>	133.44	<b>4x8</b>	464.64
<b>2x4.5</b>	150.12	<b>4x8.5</b>	493.68
<b>1/4 Page</b>	159.00	<b>4x9</b>	522.72
<b>2x5.5</b>	174.90	<b>Full Page</b>	580.80
<b>2x6</b>	190.80		

**MECHANICAL REQUIREMENTS**

Country Living is 4 columns (7-3/8 inches) wide, 10 inches deep, for a total of 40 inches. Other column widths include: 3 columns - 5-1/2", 2 columns - 3-5/8", 1 column - 1-3/4".

**Color Charge:** The charge for an extra color in an ad is billed at \$1.00 per inch for spot color, and \$2.00 per inch for process color.

**Ads Running Three Months or More Without Change:** May earn a 5% discount on earned rate for ads ordered to run on a "Till Further Notice" basis. Ads must run at least 3 times consecutively to earn discount.

**Country Living Bonus!** Receive a 40% discount running any ad (with no changes) in one of our weekly publications, or both. Earn 10% discount on all pre-paid ads.