The Successful Farming brand serves the diverse business, production, and family information needs of families who make farming and ranching their business.

Our passion is to help them make money, save time, and grow their satisfaction in the farming business.
Successful Farming Brands Reach

97% Of All U.S. Corn Farmers

91% Of All U.S. Soybean Farmers

99% Of All U.S. Wheat Farmers

Source: 2017 Census of Ag
2020 AAM Statement
Successful Farming’s Audience

393,000
Subscribers

713,000
Monthly unique visitors

147,000
Social media followers

65,000+
E-newsletter subscribers

88
Radio Station Network
Editorial and Design Awards

American Ag Editors Association (AAEA) Editorial
• Issue- 1st place: “Call the Vet” – Betsy Freese
• On-Farm Production-1st place: “Mother Nature Rules” – Gil Gullickson
• Technical Feature- 2nd place: “Weed Menace” – Gil Gullickson
• Team Story- Honorable Mention: “What’s Your Plan B?”- Jodi Henke, Natalina Sents, Betsy Freese, Gil Gullickson

AAEA Design
• Cover Design (1st place July 2019) Cover Design (2nd place December 2019), Opening Spread or page (1st and 2nd and 3rd place), Single-Page Editorial Design (1st and 3rd place), Two-Plus Page Design (3rd place) – Matt Strelecki

AAEA MarComm
• Publication- print or electronic- Not for Profit: FFA New Horizons- 2nd place- Justin Davey, Matt Strelecki, Paula Barbour, Janis Gandy

Ag Media Summit Awards
• Writer of the Year: Gil Gullickson, for "Pay Dirt"
• Story of the Year: Gil Gullickson, for "Pay Dirt"
• Andy Markwart Horizon Award: Megan Schilling

Folio: Eddie & Ozzie Awards
• Single Article, B2B: “Rebuilding from the Rubble” (1st place) – Laurie Bedord
• Feature Design, B2B (over 100,000 circ), “Hope for Hemp” (1st place) – Matt Strelecki

--- QUALITY + QUANTITY ---
Successful Farming Magazine

393,000
Subscribers

1.3
Audited Readers per Copy

62
Years Old (average)

13%
Under 45

1,600
Total Farmed Acres (average)

92%
Grow corn, soybeans, wheat, hay
2021 Editorial Calendar

January
- Climate Change is Cool Now
- Going Solar
- Bonus

February
- Zone Economics
- What It’s Like to be a Black Farmer in America
- Bonus

March
- Risk-Free Farming
- Become a Weather-Ready Farmer
- Bonus

April
- Making the Most of Manure
- Technology Through the Generations
- Bonus

May
- Where Farm Programs Have Gone Wrong
- Leading the Field
- Bonus

June
- Shifting Food Priorities= Sustainability
- UTV/ATV Product Test Team
- Bonus

July
- 2021 Seed Guide
- It’s All About Value
- Tweaking Tech for Strip-Till

August
- Top Tools of the Year
- The Derecho One Year Later
- Bt Goes Bye-Bye?

September
- The Land Issue
- The Woodstock & Me Generation is Buying Farmland
- Develop a Legacy: Bouska Sisters & Regenerative Ag

October
- The Power of Protein
- Hell’s Weeds

November
- Steel Deals
- Farming for a Premium
- From a Farmer Christmas Guide

Mid-November
- Tech Issue

December
- Pork Powerhouses 2021
- Top 10 Young & Beginning Farmers of 2021

*Content may be subject to change
**2022 Editorial Calendar**

**January**
- Buy Better
- Welding School is in Session
- Space Cotton
- Readex
- Bonus TBD

**February**
- Losing Ground, Gaining Ground
- Soil Test Sleuthing
- Digital Labor Put to the Test
- Bonus TBD

**March**
- The New Look of Weed Control
- Transition Troubles
- Fine-Tune Fertility Practices
- Bonus TBD

**April**
- Cover Crops Cross Country
- Stop Sinning! (Agronomically, that is)
- A Place for Super Single Tires
- Bonus TBD

**May/June- The Livestock Issue**
- Going, Going, Gone Local
- Carbon & Cattle
- Easier Livestock Record Keeping at Your Fingertips Through These Top Apps
- Bonus TBD

**July**
- Not yet available

**August**
- Not yet available

**September**
- Not yet available

**October**
- Not yet available

**November**
- Not yet available

**Mid-November**
- Not yet available

**December**
- Not yet available

*Content may be subject to change*
# 2021 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail Date</th>
<th>Ad Close/ Material Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>7/12/21</td>
<td>5/27/21</td>
</tr>
<tr>
<td>August</td>
<td>8/6/21</td>
<td>6/21/21</td>
</tr>
<tr>
<td>September</td>
<td>9/3/21</td>
<td>7/19/21</td>
</tr>
<tr>
<td>October</td>
<td>10/5/21</td>
<td>8/12/21</td>
</tr>
<tr>
<td>November</td>
<td>11/5/21</td>
<td>9/13/21</td>
</tr>
<tr>
<td>Mid-November</td>
<td>11/16/21</td>
<td>9/30/21</td>
</tr>
<tr>
<td>December</td>
<td>12/6/21</td>
<td>10/20/21</td>
</tr>
</tbody>
</table>
## 2022 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail Date</th>
<th>Ad Close/ Material Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1/4/22</td>
<td>11/18/21</td>
</tr>
<tr>
<td>February</td>
<td>2/8/22</td>
<td>12/21/21</td>
</tr>
<tr>
<td>March</td>
<td>3/8/22</td>
<td>1/20/22</td>
</tr>
<tr>
<td>April</td>
<td>4/5/22</td>
<td>2/17/22</td>
</tr>
<tr>
<td>May/June</td>
<td>5/24/22</td>
<td>4/7/22</td>
</tr>
<tr>
<td>July</td>
<td>7/5/22</td>
<td>5/19/22</td>
</tr>
</tbody>
</table>
2022 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mail Date</th>
<th>Ad Close/ Material Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>8/2/22</td>
<td>6/16/22</td>
</tr>
<tr>
<td>September</td>
<td>9/6/22</td>
<td>7/21/22</td>
</tr>
<tr>
<td>October</td>
<td>10/4/22</td>
<td>8/18/22</td>
</tr>
<tr>
<td>November</td>
<td>11/1/22</td>
<td>9/15/22</td>
</tr>
<tr>
<td>Mid-November</td>
<td>11/15/22</td>
<td>9/29/22</td>
</tr>
<tr>
<td>December</td>
<td>12/6/22</td>
<td>10/20/22</td>
</tr>
</tbody>
</table>
Agriculture.com

713,000
Monthly unique visitors

< 4%
Invalid Traffic

88%
Viewability

20 seconds
Average time in view

3:26
Average time spent on articles

65,000+
E-newsletter subscribers

147,000
Social media followers
Agriculture.com
Top traffic sources and reasons behind growth.

While most websites have seen direct traffic fall (the industry average is 22%), we maintain a loyal audience that comes directly to Agriculture.com.

Search 37%
Our search traffic continues to increase (up 25% from the previous year) thanks to our continued SEO efforts.

Referral 6%

Social 8%
+20% compared with last year.

Email 10%
We’ve increased newsletter traffic by growing our list to 65,000+ subscribers.

Direct 38%
Direct traffic increased 50% from 2019 to 2020.

Source: GrowthBadget and Google Analytics
Custom Client e-Mail

Custom, advertiser-branded newsletter sent to email lists of farmers who have opted in to receive messages and offers from third parties.

Targeting Parameters:

• Farmer age
• Geography by state, county and zip code
• Crops (22 options)
  • Number of acres
• Livestock
  • Number of head

844,791 agriculture-focused email addresses available
Successful Farming TV

The Successful Farming Show ranks second in the agricultural category on RFD-TV.

Airing weekly (Friday, Saturday, and Sunday), the 30-minute show is a must-watch program for farmers seeking the latest in news and ideas about farm machinery, shops, agronomy, and technology.
Successful Farming Radio

Every weekday, the pages of Successful Farming magazine come alive on Successful Farming Radio.

The show is available on more than 80 radio stations in 24 states
- 3.5 minute shows
- Monday – Friday (twice per day)
- About 80% of stations are country music or talk/news programs.
- Estimated population of coverage area: 6,223,278

The show covers essential farming topics, including agronomy, farm machinery, farm business, and technology.

SPONSORSHIP OPPORTUNITY:
- :30- and :60-second advertising spots are available to deliver marketing messages
Hosted by Jodi Henke of Successful Farming’s national radio program, hear from industry leaders and experts on topics ranging from agronomy, technology, rural lifestyle, ag policy, farm machinery, and more. Editorial picks topics and experts.

**SPONSORSHIP OPPORTUNITY:**

- **100% SOV via host-read (advertiser provided) callouts** at the beginning and end of each podcast, featuring “brought to you/presented by” messaging
- **Two commercials** embedded in the middle of the podcast
- **100% SOV on the podcast landing page** on Agriculture.com
- **Podcast audiogram distribution on social**, which includes the sponsor’s pre-roll message.
- 1-month sponsorship with 2 podcasts and **guaranteed 40,000 listens**
- 2-month sponsorship with 4 podcasts and **guaranteed 80,000 listens**
# 2021 Production Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Week of 1/11/21</td>
<td>Basics of Crop Marketing</td>
</tr>
<tr>
<td></td>
<td>Week of 1/25/21</td>
<td>Adding Resale Value to Equipment</td>
</tr>
<tr>
<td></td>
<td><strong>February</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 2/8/21</td>
<td>Herbicide Resistance Marketing</td>
</tr>
<tr>
<td></td>
<td>Week of 2/22/21</td>
<td>Integrated Weed Management</td>
</tr>
<tr>
<td></td>
<td><strong>March</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 3/8/21</td>
<td>Weeds Seeds in Manure</td>
</tr>
<tr>
<td></td>
<td>Week of 3/22/21</td>
<td>Weed Science Society of America</td>
</tr>
<tr>
<td></td>
<td><strong>April</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 4/12/21</td>
<td>Not yet available</td>
</tr>
<tr>
<td></td>
<td>Week of 4/26/21</td>
<td>Not yet available</td>
</tr>
<tr>
<td></td>
<td><strong>May</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 5/10/21</td>
<td>Becoming a Weather-Ready Farm</td>
</tr>
<tr>
<td></td>
<td>Week of 5/24/21</td>
<td>The Past and Future of Climate Change on the Farm</td>
</tr>
<tr>
<td></td>
<td><strong>June</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 6/7/21</td>
<td>Juggling Farming and Parenting</td>
</tr>
<tr>
<td></td>
<td>Week of 6/21/21</td>
<td>Becoming a First-Generation Farmer</td>
</tr>
<tr>
<td></td>
<td><strong>July</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 7/12/21</td>
<td>Saving Rural Grocery Stores</td>
</tr>
<tr>
<td></td>
<td>Week of 7/26/21</td>
<td>Minerva Dairy</td>
</tr>
<tr>
<td></td>
<td><strong>August</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 8/9/21</td>
<td>Saving the Family Farm With Whiskey</td>
</tr>
<tr>
<td></td>
<td>Week of 8/23/21</td>
<td>Collecting Old Iron</td>
</tr>
<tr>
<td></td>
<td><strong>September</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 9/13/21</td>
<td>Barry &amp; Eli Little</td>
</tr>
<tr>
<td></td>
<td>Week of 9/27/21</td>
<td>2022 Seed Selection</td>
</tr>
<tr>
<td></td>
<td><strong>October</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 10/11/21</td>
<td>Not yet available</td>
</tr>
<tr>
<td></td>
<td>Week of 10/25/21</td>
<td>Sustainable Crop Protection Practices</td>
</tr>
<tr>
<td></td>
<td><strong>November</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 11/8/21</td>
<td>Not yet available</td>
</tr>
<tr>
<td></td>
<td>Week of 11/22/21</td>
<td>The Weather: 2022</td>
</tr>
<tr>
<td></td>
<td><strong>December</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of 12/13/21</td>
<td>Not yet available</td>
</tr>
<tr>
<td></td>
<td>Week of 12/27/21</td>
<td>Not yet available</td>
</tr>
</tbody>
</table>

All ad creative due 3 weeks prior to run date.
Successful Farming Daily

Listen to the three big things happening in agriculture each morning. On Successful Farming Daily, farmers and ranchers get the news, weather, and markets information they need to start their day.

An extension of our popular 3 Big Things Today article on Agriculture.com, this audio content is available across all major podcast networks and Alexa and Google Assistant enabled devices (such as smart speakers).

SPONSORSHIP OPPORTUNITY:

• 100% SOV via host-read (advertiser-provided) :15 message at the beginning, indicating “sponsored/ presented by”
• 100% SOV on 3 Big Things landing page on Agriculture.com
• Guaranteed 60,000 or 120,000 impressions
Successful Farming Live

Knowing the price of commodities and how the markets fluctuate is critical information for farmers and their bottom line. That’s why we launched an Alexa Skill and Google Action to answer farmers’ questions on current commodity prices.

Using this skill, farmers can:

• Ask for the price of commodities on the Chicago Board of Trade from the CME Group
• Ask for the price of a different contract month
• Ask for the price of commodities at their local elevator

SPONSORSHIP OPPORTUNITY:

• 2-, 4-, or 6-month sponsorships available
• Native placements within Successful Farming Live
• Mentions in Successful Farming magazine
• ROS placements on Agriculture.com
• Mentions in Successful Farming Daily
• Social media posts to Successful Farming’s channels
Meredith Agrimedia Custom Studio (MACS)

MACS is a branch of Meredith Agrimedia that provides strategy, content, design, and distribution based on client objectives.

Content is created in a tone and style that is proven to engage our audiences. We know our audiences, their information needs, and their reading habits.

SPONSORSHIP OPPORTUNITY:

• **Clients own the content**, and they can leverage distribution tactics across Meredith Agrimedia platforms and within their own channels.

• **Includes any/all content types**, distributed through any media channels (i.e., print, digital, social, TV, radio, email, direct mail, etc.)
Successful Farming Research

Studies are conducted regularly via surveys sent to our private panel of qualified members of the Successful Farming audience. Panelists are verified as valid participants and are compensated for their participation.

Research from Successful Farming is considered projectable against the Successful Farming audience.

2021 research studies include:

• Seed Study
• Brand Health
• Next Generation Farmer
Share your message live in front of an engaged audience of the top farmers in the U.S.

- 4,678 registered farmers
- 1,775 unique farmers that attended at least 1 educational session
- 248 attendees (on average) per session
- Average attendee ratings of Main Stage sessions: 4.7 (on a scale of 1-5)
What Does All This Mean?

If your message is not seen and not seen and heard by a farmer, your investment is not going to affect desired outcomes.
Meet the Sales Team

Marty Wolske  
Director Sales & Marketing  
Marty.Wolske@Meredith.com  
515.284.2802

Tom Hosack  
National Account Executive  
Tom.Hosack@Meredith.com  
515.284.2040

Collin Coughlon  
Regional Account Executive  
Collin.Coughlon@Meredith.com  
515.284.3481

Ali Peltier  
National Account Executive  
Ali.Peltier@Meredith.com  
515.284.2065

Steve Dado  
National Account Executive  
Steve.Dado@Meredith.com  
515.284.2149

Brian Keane  
National Account Executive  
Brian.Keane@Meredith.com  
515.284.2136
Sales Territories

Ali Peltier: BLUE
Brian Keane: YELLOW
Thomas Hosack: ORANGE
Steve Dado: GREEN
Collin Coughlon: Marketplace Executive
The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of SUCCESSFUL FARMING magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.agriculture.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to https://www.meredith.com/digital-editions-advertising-tc. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT
Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES
Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE
The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.
PUBLISHER’S LIABILITY
Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS
Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, “Claims”, or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.

The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter.

All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher’s prior written consent.

This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS
For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES
Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.