

Sonoma~Marin

FARM NEWS

ADVERTISING CONTRACT

Contact: Rachel LaFranchi • rachel@sonomafb.org
 3589 Westwind Blvd, Santa Rosa, CA 95403
 (707) 544-5575 • Fax: (707) 544-7452

Business Name		Contact Name	
Authorized Signature		Date	
Address			
City	State	Zip	
Phone	Fax		
Email			

Advertising Placement Information

Print Ad Placement

- Full Pg
 1/3 Pg
 1/8 Pg
 1/2 Pg
 1/4 Pg
 1/16 Pg

Ad Frequency

- Jan
 Feb
 Mar
 Apr
 May
 Jun
 Jul
 Aug
 Sep
 Oct
 Nov
 Dec

Type

- Color
 B&W

Digital Ad Placement

- Skyscraper ad 150 x 600 px
 Banner ad 570 x 90 px

Ad Frequency

- Jan
 Feb
 Mar
 Apr
 May
 Jun
 Jul
 Aug
 Sep
 Oct
 Nov
 Dec

Type

- Website
 E-blast

Ad Rate: _____ Start month/year: _____ End month/year: _____

Payment Method

- Check
 Visa or MasterCard
 Paid In Full \$ _____
 Bill Monthly \$ _____

Credit Card #	Exp.	Code
Authorized Signature	Date	

*A signed contract must be received by Sonoma County Farm Bureau in order to receive quoted pricing.
 All ad artwork is due no later than the 15th of the month preceding issue date.*

Ad rates are guaranteed for the duration of the contract. Advertising space is assigned on a first come first serve basis unless otherwise negotiated.

For Official Use Only				
Rate Package Date	Date Received	Payment Received	Payment Method	Advertising Rep.

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ADVERTISING RATES

Farm Bureau Business Members Receive Discounts On Base Advertising Rates

Silver Business Members - 15%

Premium and Platinum Business Members - 20%

Guaranteed Position: Applicable rate plus 15%

Full Color

Frequency	12 Runs			11-8 Runs			7-4 Runs			3-1 Runs		
	Base /	15% off /	20% off	Base /	15% off /	20% off	Base /	15% off /	20% off	Base /	15% off /	20% off
Full page	\$1,550	\$1,318	\$1,240	\$1,614	\$1,372	\$1,291	\$1,678	\$1,426	\$1,342	\$1,742	\$1,481	\$1,394
1/2 page	\$775	\$659	\$620	\$807	\$686	\$646	\$839	\$713	\$671	\$871	\$740	\$697
1/3 page	\$532	\$452	\$426	\$554	\$471	\$443	\$576	\$490	\$461	\$597	\$507	\$478
1/4 page	\$388	\$330	\$310	\$404	\$343	\$323	\$420	\$357	\$336	\$436	\$371	\$349
1/8 page	\$194	\$165	\$155	\$202	\$172	\$162	\$210	\$179	\$168	\$218	\$185	\$174
1/16 page	\$97	\$82	\$78	\$101	\$86	\$81	\$105	\$89	\$84	\$109	\$93	\$87

Black & White

Frequency	12 Runs			11-8 Runs			7-4 Runs			3-1 Runs		
	Base /	15% off /	20% off	Base /	15% off /	20% off	Base /	15% off /	20% off	Base /	15% off /	20% off
Full page	\$1,086	\$923	\$869	\$1,150	\$978	\$920	\$1,214	\$1,032	\$971	\$1,278	\$1,086	\$1,022
1/2 page	\$543	\$462	\$434	\$575	\$489	\$460	\$607	\$516	\$486	\$639	\$543	\$511
1/3 page	\$362	\$308	\$290	\$384	\$326	\$307	\$405	\$344	\$324	\$426	\$362	\$341
1/4 page	\$272	\$231	\$218	\$288	\$245	\$230	\$304	\$258	\$243	\$320	\$272	\$256
1/8 page	\$136	\$116	\$109	\$144	\$122	\$115	\$152	\$129	\$122	\$160	\$136	\$128
1/16 page	\$68	\$58	\$54	\$72	\$61	\$58	\$76	\$65	\$61	\$80	\$68	\$64

Premium Position

Frequency	12 Runs	11-8 Runs	7-4 Runs	3-1 Runs
Back cover full page	\$2,000	\$2,250	\$2,500	\$2,750

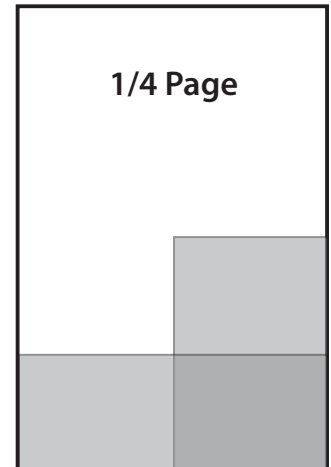
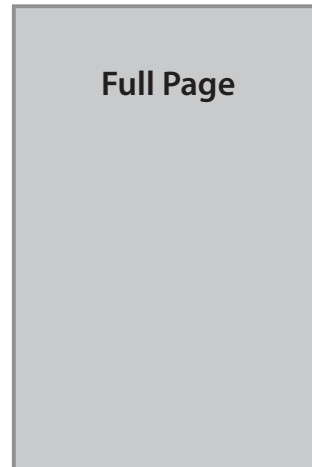
Rates are subject to change with a 30 day notice. Due to some compatibility issues the publisher may have to edit, alter, or omit any ads that are submitted for publication. Placement of ads are at the discretion of the publisher, unless a guaranteed position has been confirmed by a contract agreement.

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ADVERTISEMENT SIZES AND SPECIFICATIONS

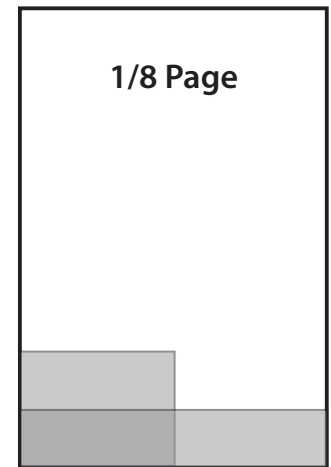
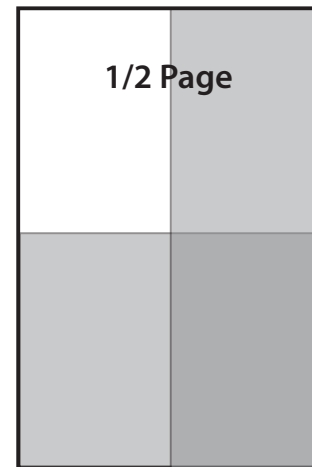
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Full Page	10.5 inches wide x 16 inches tall
1/2 Page Vertical	5 inches wide x 16 inches tall
1/2 Page Horizontal	10.5 inches wide x 8 inches tall
1/3 Page Horizontal	10.5 inches wide x 5.5 inches tall
1/4 Page Vertical	5 inches wide x 8 inches tall
1/4 Page Horizontal	10.5 inches wide x 4 inches tall
1/8 Page Vertical	5 inches wide x 4 inches tall
1/8 Page Horizontal	10.5 inches wide x 2 inches tall
1/16 Page Vertical	2.5 inches wide x 4 inches tall
1/16 Page Business Card	5 inches wide x 2.75 inches tall



Artwork Requirements

- Farm Bureau prefers to receive artwork files in Adobe Acrobat PDF format, built to the correct size, with the resolution set to 300DPI. We will also accept .jpg, .tiff and .eps. All photographs and graphics must be at least 300DPI at 100% of size.
- All fonts should be embedded/outlined.
- Avoid using pantone/pms/spot color
- All colors should be CMYK and not RGB (or LAB).
- Avoid TrueType and MultipleMaster fonts.
- Black text should always be 100% black – don't use rich (4-color) black.
- Images should be 215% overall ink density or less.
- Less is more with ink – there is a 20-27% dot gain on the press. Dot gain causes the images to be darker.
- Advertisements should be submitted at the size they are to be printed
- Advertisements may include .2" bleed on each side.
- Advertisements should be submitted without crop marks or any color/markings/text outside the area that is intended to be printed.



All artwork is due no later than the 15th of the month preceding issue date.

Frequency Rates: Rates are priced on a "per ad" basis and upon frequency of ad placement. Six and twelve-times rates must run within a twelve month period. All rates honored if booked within 30 days of advertising quote date.

Inserts: Flyer insertion rate is \$1,000. Inserts can be no larger than 8.5 x 11 inches. All flyers are subject to quality and content standards and must be approved before being inserted. Amount of inserts varies between publications, please contact Sonoma County Farm Bureau. Inserts need to be delivered to: **SouthWest Offset Printing, San Francisco Division, 587 Charcot Ave. San Jose, CA 95131 ATTN: Kevin Campau for Sonoma-Marin Farm News** by the 20th of the month preceding the issue date.

