

# Sonoma~Marin FARM NEWS

## ADVERTISING CONTRACT

Contact: Brytann Busick • farmnews@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

- Responsive digital  
 ad 1900 x 290 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 proceeding 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. |
|-------------------|---------------|------------------|----------------|------------------|

# Sonoma~Marin FARM NEWS

## 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  |

### Advertorial

Size: 1/2 page    Cost: \$1,000  
Two per person/business per year  
Premium Members Receive \$200 Discount



### Insert

Size: No Larger than 8.5 in. x 11 in.  
Cost: \$1,000    See Following page for more information

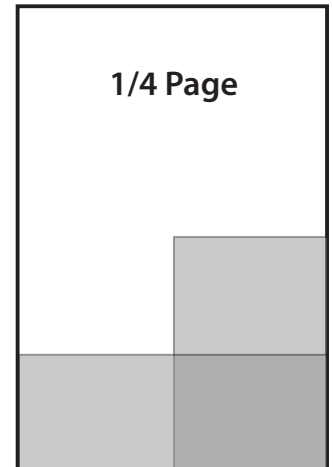
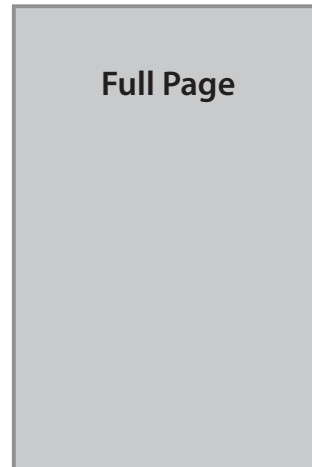
Rates are subject to change with a 30 day notice. Due to some compatibility issues the publisher may have to edit, alter, or omit any ads that are submitted for publication. Placement of ads are at the discretion of the publisher, unless a guaranteed position has been confirmed by a contract agreement.

# Sonoma~Marin FARM NEWS

## ADVERTISEMENT SIZES AND SPECIFICATIONS

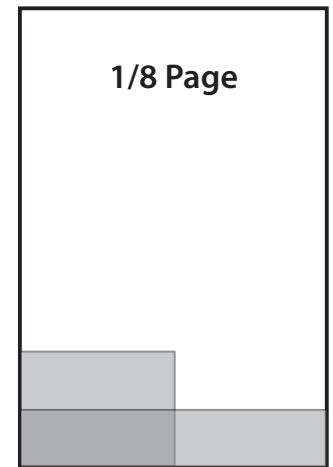
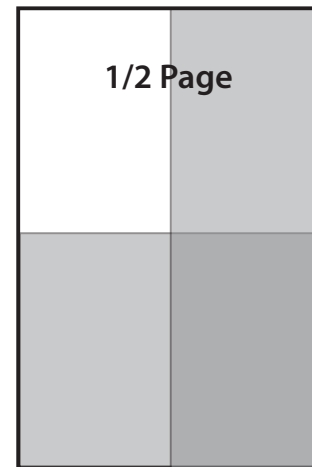
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|                         |                                    |
|-------------------------|------------------------------------|
| Full Page               | 10.5 inches wide x 16 inches tall  |
| 1/2 Page Vertical       | 5 inches wide x 16 inches 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.

