



## 2020 Advertising Agreement

Company Name:	
Address:	
City, State, Zip:	
Contact Name & Phone #:	
Farm Bureau Member #:	
E-mail address:	
Website address:	

<u>Print Advertisement Size</u>	<i>Spring Issue</i>	<i>Summer Issue</i>	<i>Fall Issue</i>	<i>Winter Issue</i>
Full Page				
Two-Thirds Page				
One-Half Page				
One-Third Page				
One-Sixth Page				
Back Cover	<i>Reserved</i>	<i>Reserved</i>	<i>Reserved</i>	<i>Reserved</i>

<u>Website Advertisement Size</u>	<i>Indicate # of months to insert</i>	<i>Indicate monthly spacing or quarterly</i>
Banner (600 pixels x 160 pixels)		
Vertical (16 pixels x 200 pixels)		
Button (160 pixels x 50 pixels)		

<b>PRINT AD:</b>	Base Rate Price per Advertisement size, from Rate Sheet	\$
	Subtract MCFB Member Discount per Advertisement	- \$
	Subtract Multiple Insert Discount per Advertisement	- \$
	NET Advertisement Rate after Discounts	\$
	Multiply NET Rate by number of issues indicated above	#
	<b>TOTAL DUE for PRINT AD</b>	\$
<b>WEBSITE AD:</b>	Base Rate Price per Advertisement size, from Rate Sheet	\$
	Subtract Four Insert Discount per Advertisement	- \$
	NET Advertisement Rate after Discounts	\$
	Multiply NET Rate by number of issues indicated above	#
	<b>TOTAL DUE for WEBSITE AD</b>	\$
	<b>TOTAL DUE for PRINT AD and WEBSITE AD</b>	\$

**Insertion deadlines for Ad Copy: Spring 2-7-20/Summer 5-8-20/Fall 8-14-20/Winter 11-6-20**

Terms & Conditions

*Commission:* 15% to agencies. *Inserts:* not accepted. *Exclusive ad on page:* minimum size ad required to ensure no other advertising on same page: Half page. If an advertiser wishes to run ads of less than Half page, then other advertising may run on the same page. If an advertiser wishes to run ads of less than Half page and guarantee no other advertising on the same page, the Half page rate will be required. Multiple Insert Discounts apply only on Advertising Agreements that are prepaid.

Copy and Contract Regulations

Not responsible for reproduction proofs, art, etc., unless advertiser requests return within 90 days after use. All copy subject to approval. No liquor, tobacco, or political advertising accepted. Publishers reserve the right to reject any advertising at publisher's discretion. Rights reserved to revise rates on 60 days notice. Publishers reserve the right to reject any and all copy deemed unacceptable. Publishers will not be bound by any conditions appearing on contract or order forms or which may be written or otherwise inserted into advertising contracts or orders, which are at variance with the publisher's regulations and policies. Annual contracts are encouraged for advertisers to receive the maximum frequency discount. Insertions will be billed at the frequency submitted and will not be reduced retroactively to reflect higher frequency earned by additional insertions. Changes in advertiser's copy made if instructed prior to deadline for printing, but at advertiser's risk and expense. Not responsible for incorrect insertion of key numbers. No rebate or rerun will be allowed because of error in key numbers inserted as above.

Signed: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_