



2017 Advertising Rates

Farm Focus Print Ad Basic Rates

Farm Focus is a quarterly publication, 16-20 pages, printed in full color. All rates are for color ads.

	<u>Base Rate per insert</u>	<u>MCFB Member Discount *</u>	<u>Multiple Insert Discount (per insert)</u>
Full Page	\$ 800	\$80	\$ 50
Two-Thirds Page	\$ 585	\$50	\$ 30
One-Half Page	\$ 450	\$40	\$ 25
One-Third Page	\$ 320	\$25	\$ 20
One-Sixth Page	\$ 165	\$15	\$ 15
Business Card	\$ 110	\$10	\$ 5
One-Twelfth Page	\$ 80	\$ 8	\$ 5
1 Inch Box	\$ 60	\$ 5	\$ 4

Special Additional Rates & Insertion Deadlines

Back Cover, Half Page: \$500 / *Ad Copy due:* Spring 2-10/Summer 5-12/Fall 8-18/Winter 11-10

*Agricultural and Business members only

Submit PRESS Ready PDF files, images 300 dpi and CMYK, fonts outlined, no crop marks.

Email advertising copy to norm@montereycfb.com.

All advertisements must adhere to size dimensions as specified in the mechanicals herein.

Maximum of four inserts may be booked for any ad; display will be one month each quarter.

Multiple monthly inserts for the same ad layout must be in non-consecutive months or quarterly.

Links to advertiser's company website will be included if not specified in the advertisement copy.

Monterey County Farm Bureau WebSite Ad Basic Rates @ montereycfb.com

Advance payment for all website ads required. Discount of 10% on rates below for advertisers who also advertise in *Farm Focus*. Email advertising copy to norm@montereycfb.com.

	<u>Ad size</u>	<u>File Size, maximum</u>	<u>Rate / month</u>	<u>Four Insert Discount (per insert)</u>
Banner Ad	600 pixels x 160 pixels	12 KB	\$ 500	\$50
Vertical Ad	160 pixels x 200 pixels	10 KB	\$ 150	\$15
Button Ad	160 pixels x 50 pixels	8 KB	\$ 50	\$5

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.

Mechanical & Production Requirements

Dimensions

Single column width	2-7/32"
Double column width	4-5/8"
Three column width	7"
Depth of column	9-1/2"

Ad Dimensions

Full Page	Bleed: 8-1/2" wide x 11" tall Content: 7" wide x 9-1/2" tall
Back Cover Half Page	Bleed: 8-1/2" wide x 5-1/2" tall Content: 7" wide x 4-3/4" tall
Full Page	Bleed: 8-1/2" wide x 11" tall Content: 7" wide x 9-1/2" tall
Two-Thirds Page	Vertical: 5-5/8" wide x 9-1/2" tall Horizontal: 7" wide x 6-1/3" tall
Half Page	Vertical: 5-5/8" wide x 9-1/2" tall Horizontal: 7" wide x 4-5/8" tall
One-Third Page	Vertical: 2-7/32" wide x 9-1/2" tall Horizontal: 4-5/8" wide x 4-3/4" tall
One-Sixth Page	Vertical: 2-7/32" wide x 4-3/4" tall Horizontal: 4-5/8" wide x 2-7/32" tall
Business Card	Actual Size, one direction only: 3-1/2" wide x 2" tall
One-Twelfth Page	One direction only: 2-7/32" wide x 3-3/8" tall
1 Inch Box	One direction only: 2-7/32" wide x 1" tall