

2021 Advertising Rates

Farm Focus Print Ad Basic Rates

Farm Focus is a quarterly publication, 20-24 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	\$ 880	\$80	\$ 50
Two-Thirds Page	\$ 640	\$50	\$ 30
One-Half Page	\$ 495	\$40	\$ 25
One-Third Page	\$ 350	\$25	\$ 20
One-Sixth Page	\$ 180	\$15	\$ 15

Special Additional Rates & Insertion Deadlines

Back Cover, Half Page: \$550 / SOLD OUT FOR 2021

Ad Copy due dates: Spring 2-5-21 / Summer 5-7-20 / Fall 8-6-21 / Winter 11-5-20

Submission Requirements

Email advertising copy to norm@montereycfb.com. Submit PRESS Ready PDF of JPG files, images 300 dpi and CMYK, fonts outlined, no crop marks. 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.

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

<u>Publication Dimensions</u>	
Single column width	2.25"
Double column width	4.75"
Three column width	7.25"
Depth of column	9"
<u>Ad Dimensions</u>	
Full Page	Non-Bleed: 7.25" wide X 9" tall With bleed: 8.75" wide X 11.25 tall (includes .125" bleeds on 4 sides)
Back Cover Half Page	Non-bleed: 7.25" wide X 4.375" tall With bleed: 8.75" side X 5.5 tall (includes .125" bleeds on 4 sides)
Two-Thirds Page	Vertical: 4.75" wide X 9" tall Note: horizontal ads not recommended for this ad size
Half Page	Vertical: 4.75" wide X 6.5" tall Horizontal: 7.25" wide X 4.375" tall
One-Third Page	Vertical: 2.25" wide X 9" tall Horizontal: 4.75" wide X 4.375" tall
One-Sixth Page	Vertical: 2.25" wide X 4.375" tall Horizontal: 4.75" wide X 2.25" tall

*Agricultural and Business members only