

Farm Focus

A publication of Monterey County Farm Bureau

Advertising Rates 2009

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2009 Advertising Rates

Rates

Full Page	\$747
Two Thirds Page	\$537
One Half Page	\$417
Back Cover	\$500
One Third Page	\$288
One Sixth Page	\$149
Business Card	\$100
One Twelfth Page	\$76
1 Inch Box	\$35

Additional Discounts and Add-ons

Member Discount

10% / not commissionable

Prepayment Discount

2% / same as Pay on Time

Special Position Inside

Add 10%

Exclusive on page

Half page minimum

Frequency Discount

Call for quote

Terms and Conditions

COMMISSION: 15% to recognized agencies.

INSERTS: Farm Focus does not accept inserts.

EXCLUSIVE: Minimum size ad necessary to ensure no other advertising on page: 1/2 page. If an advertiser wishes to run ads of less than 1/2 page, then other advertising may run on the page. If an advertiser wishes to run ads of less than 1/2 page and guarantee no other advertising on the page, the 1/2 page rate will be charged.

COPY AND CONTRACT REGULATIONS:

**Inside Front Cover
Special Position Requested
(adds 10% to base rate)
One Half Page
Horizontal
7" wide x 4-3/4" tall**

Not responsible for repro proofs, art, etc., unless return requested 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 publishers' regulations and policies. Annual contracts are encouraged 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 and if possible, 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.

Farm Focus

MECHANICAL AND 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" deep

Back Cover Half Page w/Bleed – bleed 8-1/2" wide x 5-1/2" tall
– content area 7" wide x 4-3/4" tall

1 page content area – 7" wide x 9-1/2" deep

2/3 page vertical – 4-5/8" wide x 9-1/2" tall

2/3 page horizontal – 7" wide x 6-1/3" tall

1/2 page vertical – 4-5/8" wide x 7-1/8" deep

1/2 page horizontal – 7" wide x 4-3/4" deep

1/3 page vertical – 2-7/32" wide x 9-1/2" deep

1/3 page horizontal – 4-5/8" wide x 4-3/4" deep

1/3 page horizontal -- 7" wide x 3-3/16" deep

1/6 page vertical – 2-7/32" wide x 4-3/4" deep

1/6 page horizontal – 4-5/8" wide x 4-3/4" deep

1/12 page – 2-7/32" wide x 2-3/8" tall

Box 1 inch – 2-7/32" wide x 1" tall

Business Card – Actual Size – 2" wide x 3-1/2" tall

PRESS READY PDFs PREFERRED ON ALL ADS: Ads may be e-mailed to farmfocus@montereycfb.com. Ad MUST adhere to size dimensions as specified in mechanicals above.

Business Card
Actual Size
2" wide x 3-1/2" tall
\$100

Farm Focus

Call 831/751-3100
Or e-mail FarmFocus@
MontereyCFB.com

One Third Page
Vertical
2-7/32" wide
x
9-1/2" tall

\$288

Discount to Members

Farm Focus offers a 10% discount to members of Monterey County Farm Bureau. This discounted rate is not commissionable.

For more information about how you can advertise your company or service, call Farm Bureau at 831/751-3100.

**One Sixth Page
Vertical
2-7/32" wide
x
4-3/4" tall**

\$149

**One Inch Box
2-7/32" wide
x 1" tall**

\$35

**One Twelfth Page
2-7/32" wide
x
2-3/8" tall**

\$76

**One Third Page
Vertical
2-7/32" wide
x
9-1/2" tall**

\$288

**One Sixth Page
Horizontal
4-5/8" wide x 2-3/8" tall
\$149**

**One Third Page
Horizontal
7" wide x 3-3/16" tall**

**One Half Page
Horizontal
7" wide x 4-3/4" tall**

\$417

Full Color at no extra charge

Farm Focus does not charge extra for full color, so you can publish your ad here in four colors at the posted rates.

There is also no extra charge for ads that "bleed" off the edge of the page.
Call Farm Bureau now at 831/751-3100.

**One Sixth Page
Horizontal
4-5/8" wide x 4-3/4" tall**

\$149

**One Third Page
Horizontal
4-5/8" wide x 4-3/4" tall**

\$288

**One Third Page
Vertical
2-7/32" wide
x
9-1/2" tall**

\$288

**Full Page
7" wide x 9.5" tall**

\$747

Need help?

Members of Monterey County Farm Bureau who need help preparing an ad for publication should call 831/751-3100.

**Two Thirds Page
Vertical
4-5/8" wide x 9-1/2" tall**

\$537

Small circulation: Valuable readership

Farm Focus is distributed to all members of Monterey County Farm Bureau. Your ad will be seen by our members, about 1,000 members. The number may seem small, but what you get is visibility in the Farm Bureau publication.

Monterey County agriculture produces \$3.5 billion in farm gate value in the fourth most productive farm county in the nation. Our members buy farm and business supplies. When you advertise here, you are reaching the farm and ranch customers you want to reach.

Farm Bureau is one of the most recognized and respected organizations in Monterey County. Your advertisement here puts your name in front of our members as a supporter of agriculture.

Our style and format means Farm Focus gets noticed and read ... and placed on the office magazine rack or the farm table, where other readers will find it.

**Two Thirds Page
Horizontal
7" wide x 6-1/3" tall**

\$537

MCFB Website Rates

www.MontereyCFB.com

Advance Payment for website ads required.
10% discount for advertisers who also appear in Farm Focus that month.
Send ad files to MCFB@MontereyCFB.com.

Banner Ad
800 pixels x 160 pixels
File size: 12 KB maximum
\$500 / month

Vertical Ad
160 pixels x 200 pixels
File size: 10 KB maximum
\$150 / month

Button Ad
160 pixels x 50 pixels
File size: 8 KB maximum
\$50 / month

**One Half Page
Vertical
4-5/8" wide x 7-1/8" tall**

\$417

**Full Page
with Bleed**

**Columns (content) area
7" wide x 9.5" tall**

**Art should exceed page area
Page area
8-1/2" wide x 11" tall**

\$747

Monterey County Farm Bureau
P.O. Box 1449
Salinas, CA 93902

Phone: 831-751-3100

Fax: 831-751-3167

Email: MCFB@MontereyCFB.com

Office Hours: 7:30 am — 4:30 pm (M-F)

Presorted Standard U.S. Postage PAID San Dimas, CA Permit No. 410

Serving Monterey County Agriculture
Since 1917

FARM BUREAU ON THE WEB:

MONTEREY COUNTY FARM BUREAU [HTTP://WWW.MONTEREYCFB.COM](http://www.MONTEREYCFB.COM)

CALIFORNIA FARM BUREAU [HTTP://WWW.CFBF.COM](http://www.CFBF.COM)

AMERICAN FARM BUREAU [HTTP://WWW.FB.COM](http://www.FB.COM)

**Back Cover
Special Position
One Half Page
Horizontal
with Bleed**

**Columns area
7" wide x 4-3/4" tall**

Art should exceed page area on top and sides

**Page area
8-1/2" wide x 5-1/2" tall**

\$500