

PUBLISHER PROFILE

FloridAgriculture is published by the Florida Farm Bureau Federation, the largest agricultural organization in Florida. Farm Bureau active members produce citrus, vegetables, livestock, row crops, forest products, horticultural products, poultry, ornamentals, sugarcane and a host of specialized agricultural products. Associate members come from agricultural support industries, farm-related families and those interested in agriculture.

The editorial goal of **FloridAgriculture** is to educate and inform readers about agriculture in Florida and build public support for the industry. The magazine supports the continued economic viability of Florida farmers.

PUBLISHER POLICY

All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter in the ads. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

All advertising subject to publisher's approval. Till forbid ads not protected for ad rates. Advertising that resembles editorial will be marked "advertisement."

Advertisers are responsible for the appearance, quality and effectiveness of their advertising. **FloridAgriculture** makes no guarantee concerning reader response to advertising.

ADVERTISING INFORMATION

Joey Mazzaferro
(352) 374-1523
Joey.Mazzaferro@ffbf.org



DISCOUNTS & SHORT RATING

Display advertising must be inserted in at least four monthly issues annually to earn a frequency discount. More than one ad per issue will qualify for frequency rates.

Advertising ordered at the frequency discount rate and not earned will be billed at the earned rate (short rate). Mixed sizes in the campaign are acceptable. No cash rebates will be made.

All new advertisers must prepay their first two insertions before being extended credit. Exceptions will be for established advertising agencies whose names appear in the current edition of SRDS.

A contract may be cancelled by written notice prior to the seventh of the month preceding the issue date. After this date, ads may not be cancelled and will be billed at the full rate. If the cancellation date has passed and the advertiser wishes to pull an advertisement, *FloridAgriculture* will, if feasible, try to accommodate the advertiser's request. In such cases, the full amount will still be billed, minus any possible insertion charges. Any cancellation received between the first and seventh of the month preceding the issue date will incur a \$250 cancellation fee.

STAFF

Executive Editor.....Ronda Evan
EditorEd Albanesi
Assistant EditorG.B. Crawford
Art DirectorSteve Tillman
Advertising ManagerJoey Mazzaferro

MAILING ADDRESS

FloridAgriculture
P.O. Box 147030
Gainesville, FL 32614-7030

SHIPPING ADDRESS

FloridAgriculture - Florida Farm Bureau
5700 SW 34th Street ♦ Gainesville, FL 32608

CONTACT INFORMATION

Phone (352) 374 -1523 or (352) 374 -1521
Fax: (352) 374 -1530
<http://www.FloridAgriculture.org>

RATE CARD



Effective: January 1, 2011
Providing news on Florida's diverse and changing agricultural industry for 140,000+ farmers, associate members and their families.

DISPLAY BLACK/WHITE RATES

	1x	4x	8x	12x
Full Page	\$3,690	3,550	3,410	3,260
3/4 Page	2,775	2,675	2,575	2,460
Jr. Page	2,175	2,090	2,010	1,910
1/2 Page	1,875	1,825	1,750	1,660
1/4 Page	945	920	880	840
1/8 Page	475	460	450	430
Jr. Spread	4,260	4,110	3,950	3,760
Full Spread	7,210	6,960	6,710	6,390
Col. inch	81	79	78	74

DISPLAY COLOR RATES

One or more colors

Spreads..... \$289

Full Page..... \$279

Less than full page..... \$6 per col. inch

Bleeds: No charge; 1" outside the 9.5"x11" subject image area.

PLACEMENT RATES

FloridAgriculture will attempt to satisfy advertisers' placement preferences, but no placements can be guaranteed without payment of a guaranteed placement fee. Right hand page guaranteed..... \$59
1st half of issue guaranteed..... \$99
Back cover guaranteed..... \$199

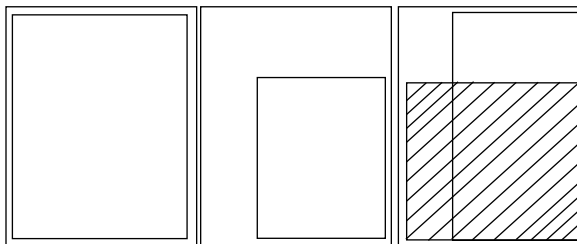
CLASSIFIED RATES

Classified ads are \$1.05 per word, (15 words or \$15.75 minimum), including telephone number or address. **Boldface available at \$1.80 per word.** All classified ads are payable in advance unless credit is established. No discounts allowed. Classified display ads available at the rates above, including frequency discounts. Add \$1 per col. in. for B&W plus color, \$6 per col. in. for two or more colors (10 col. in. maximum). **FloridAgriculture** will work with classified advertisers with multiple entries who desire certain positioning. However, no positioning can be guaranteed other than placement under an established category.

DEADLINES

FloridAgriculture is published 12 times a year. **Space reservations due by the first day of the month prior to month of insertion. (i.e. June 1 for the July issue). Camera-ready materials (including digital files) are due by the 7th of the month prior to insertion month.**

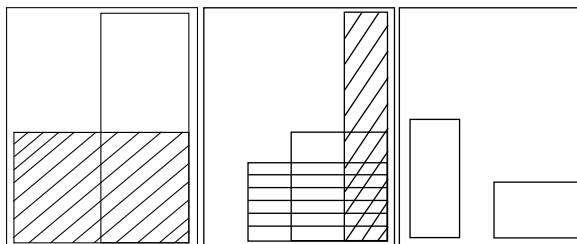
MECHANICAL REQUIREMENTS



Full Page
Image Area
9 1/2" x 11 3/4"
Full bleeds require background colors and images to exceed print area to a total page size of 11.5" x 14".

Junior Page
Image Area
7" x 9"
No-bleed

3/4 Page Vertical
7" x 11 3/4"
3/4 Page Horizontal
9 1/2" x 9"

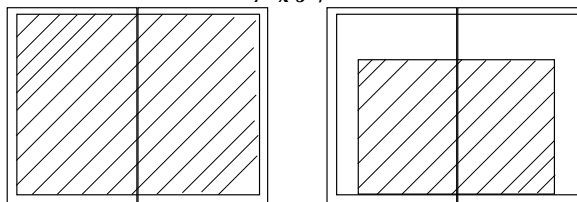


1/2 Page Vertical
4 2/3" x 11 3/4"
1/2 Page Horizontal
9 1/2" x 5 7/8"

1/4 Page (1 Column)
2 1/4" x 11 3/4"
1/4 Page (2 Column)
4 2/3" x 5 7/8"

1/8 Page (1 col.)
2 1/4" x 5 7/8"
1/8 Page (2 col.)
4 2/3" x 2 15/16"

1/4 Page (3 Column)
7" x 3 7/8"



Spread: 21" x 11 3/4"

**Junior Spread:
16 1/8" x 9"**

Ad widths must conform to column widths (1,2,3,4,6 or 8).

AGENCY COMMISSIONS

All recognized agencies allowed a 15% commission on space and color. A 2 percent discount is allowed if payment is received within 10 days of billing date. Accounts not paid within these terms are subject to late payment finance charge computed at 1.5% per month (18% annual percentage rate) on any balance 30 days after billing date.

DIGITAL/MECHANICAL REQUIREMENTS

PRINTING PROCESS

Web Offset on 35 lb. upgraded 80 bright newsprint.

TRIM SIZE

10 1/2" x 13 1/2"

BINDING METHOD

Stitched

ACCEPTED MATERIALS

Unless otherwise arranged for, digital files are required. We prefer PDF files. All photos and artwork imported in your ad layout must be **300 dpi**. All fonts must be **outlined/embedded** and all layers flattened. PDF files **must be saved** in composite CMYK with the postscript level of "**Acrobat 4.0 or later**" (output setting within the application).

Computer-generated ads with the file suffixes .tiff, .jpg, .eps, .ps, .ai, .bmp and .psd are acceptable **as long as the font requirements in the paragraph above are followed** and all layout and components (photos, artwork etc.) are formatted/created and saved for a CMYK color output with a minimum of 300 dpi. Grayscale/black and white should be 600 dpi. Please be sure photos/artwork used in your layout are **originally 300 dpi** and that all fonts are outlined or rasterized when saving or exporting for your final output.

We do not accept Microsoft Word, Publisher or other files created with word processing software. If these programs are your in-house preference, then we strongly suggest you purchase Adobe Acrobat Professional, which can convert most word processing files to a functional postscript file.

If any of the above formatting terms are foreign to you, **please consult a professional graphic artist for help on proper output settings** with your digital ad preparation for process printing.

PRODUCTION CHARGES

We offer ad design services at a rate of \$35/hr with a 1 hr. minimum. All ad components must be received 40 days prior to publication. For example, if your ad needs to run in the December issue, then your ad components need to be received by Oct. 20.

PRE - PRINTED INSERTS

Pre-printed inserts will be included at the rate of \$100 per thousand. Minimum charge for inserts is \$1,000. Different sizes or types of inserts may require special preparation to allow for machine insertion. Additional charges will apply if materials have to be hand inserted. Advertisers should discuss pre-printed insert specifications with **FloridAgriculture** before placing insertion order. Inserts must be delivered to printer no later than the 10th of the month prior to publication.