



## 2018 Advertising Rate Sheet

### Advertise With Us

Advertising with the Butte County Farm Bureau is a great way to increase your business traffic!

The Butte County Farm Bureau News is published six times per year, and reaches over 1,300 Farm Bureau Families every issue. (While a large percentage of our membership is made up of farmers, there are many members who belong to other industries, making the audience you can reach through our newsletter quite wide.)

### Advertising Deadlines 2018

Issue	Deadline
January-February	December 8
March-April	February 9
May-June	April 13
July- August	June 15
September-October	August 10
November-December	October 12

### Contact

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### Rates

Butte County Farm Bureau members pay \$8 per column inch. Non members pay \$10 per column inch. Listed below are some of the common sizes and prices.

Ad Size	BCFB Member	Non-Member
2 Col. X 2.5 In. (Bus. Card)	\$40	\$50
2 Col. X 5.5 In. (Quarter Page)	\$88	\$110
2 Col. X 6 In.	\$96	\$120
4 Col. X 4 In.	\$128	\$160
5 Col. X 5.5 In. (Half Page)	\$220	\$275
5 Col. X 11 In. (Full Page)	\$440	\$550

Ad size in the BCFB News refers to columns (width) by inches (height). A column is simply the width of a column in our newspaper. One (1) column wide equals approximately two (2) inches wide. Five (5) columns is the maximum width for advertisement.

### Additional Information

- All one-year agreements receive a 10% discount off of regular advertising rates.
- Inserts are \$300 per issue. Inserts can be no larger than 10" wide by 6" in height when folded. Printing of inserts is responsibility of advertisers.
- Full color ads can arranged depending on available space, for an additional \$100 per issue.

### Artwork Submission

Advertisers are responsible for providing complete artwork and layouts. BCFB needs the completed ad in a jpeg, pdf, or other acceptable electronic format by the deadline date to be placed in the newspaper. BCFB does not provide advertising design services. This is a BCFB News policy.