



2021 Advertising Rate Sheet

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 1,200 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.

2021 Advertising Deadlines

Issue	Deadline
Jan-Feb	December 11
March-April	February 12
May-June	April 9
July-Aug	June 11
Sept-Oct	August 13
Nov-Dec	October 8

Classified Ads

Members can place one free ad per issue, per membership. Complimentary classified ads are limited to 18 words or less and must be of non-commercial items such as used equipment or vehicles, unprocessed products, employment opportunities, etc. Additional ads can be purchased for \$10 each for members and \$20 each for non-members. Additional words can be purchased for \$1 per word.

Artwork Submission

Advertisers are responsible for providing complete ad 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.

Contact

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Program Coordinator
Heather Johnson
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2021 Advertising Rates

Butte County Farm Bureau members pay \$10 per column inch. Non-members pay \$12 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)	\$50	\$60
2 Col. X 5.5 in. (Quarter Page)	\$110	\$132
2 Col. X 6 In.	\$120	\$144
4 Col. X 4 In.	\$160	\$192
5 Col. X 5.5 In. (Half Page)	\$275	\$330
5 Col. X 11 In. (Full Page)	\$550	\$660

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 regular advertising rates.
- Inserts are \$350 per issue and can be no larger than 10" wide by 6" in height when folded. Printing of inserts is the responsibility of the advertiser.
- Full color ads can be arranged depending on available space, for an additional \$125 per issue.

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