



2022 Advertising Rate Sheet

2022 Advertising Rates

Butte County Farm Bureau members pay a discounted rate of \$10 per column inch. Non-members pay \$12 per column inch. Listed below are some of the common sizes and prices.

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.

Ad Size	BCFB Member Discounted Rate	Non-Member	Dimensions
Business Card 2 Col. X 2.5 In.	\$50	\$60	4 In. X 2.5 In.
Quarter Page 2 Col. X 5.5 in.	\$110	\$132	4 In. X 5.5 In.
2 Col. X 6 In.	\$120	\$144	4 In. X 6 In.
4 Col. X 4 In.	\$160	\$192	8 In. X 4 In.
Half Page 5 Col. X 5.5 In.	\$275	\$330	10 In. X 5.5 In.
Full Page 5 Col. X 11 In.	\$550	\$660	10 In. X 11 In.

Deadlines & 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.

Newspaper Issue	Deadline
January / February	December 10, 2021
March / April	February 11, 2022
May / June	April 8, 2022
July / August	June 10, 2022
September / October	August 12, 2022
November / December	October 14, 2022

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.

Additional Information

- 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.

Contact

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