



## 2023 Advertising Rate Sheet

### 2023 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 9, 2023
March / April	February 10, 2023
May / June	April 14, 2023
July / August	June 9, 2023
September / October	August 11, 2023
November / December	October 13, 2023

### 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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