

» VIRGINIA FARM BUREAU NEWS and CULTIVATE



2010 Rate Card



VIRGINIA FARM BUREAU NEWS

- 4-color magazine
- 32 pages
- Dimensions: 8³/₈" x 10⁷/₈"
- 6 issues for 2010
- Received by producer members (farmers)
- Mailed to approximately 38,000 households



CULTIVATE

- 4-color magazine
- 32 pages
- Dimensions: 8³/₈" x 10⁷/₈"
- 4 issues for 2010
- Received by associate members (non-farmers)
- Mailed to approximately 110,000 households



VIRGINIA FARM BUREAU NEWS and CULTIVATE – 2010

Issue	Producer Members	Associate Members	Ad Deadline	Drop Date
January	VIRGINIA FARM BUREAU NEWS	No mailing to Associate members	Nov. 20	Jan. 8
February	No mailing to Producer members	CULTIVATE	Dec. 18	Feb. 1
March	VIRGINIA FARM BUREAU NEWS	No mailing to Associate members	Jan. 20	March 3
April	No mailing to Producer members	CULTIVATE	Feb. 19	April 2
May	VIRGINIA FARM BUREAU NEWS	No mailing to Associate members	March 19	May 4
June	VIRGINIA FARM BUREAU NEWS	No mailing to Associate members	April 20	June 2
July	No mailing to Producer members	CULTIVATE	May 20	July 8
August	VIRGINIA FARM BUREAU NEWS	No mailing to Associate members	June 18	Aug. 2
September/October	VIRGINIA FARM BUREAU NEWS	No mailing to Associate members	July 20	Sept. 14
November/December	No mailing to Producer members	CULTIVATE	Sept. 20	Nov. 11

VIRGINIA FARM BUREAU NEWS and CULTIVATE

»» All submitted advertisements

- MUST be received no later than the deadline indicated in the Certificate of Contract
- MUST NOT exceed the dimensions specified in the rates chart

»» All digital format advertisements

- Must be received on a CD or via e-mail as a high-res .PDF (no .JPGs).
- A hard copy must be provided to ensure accuracy.
- We can only accept .PDFs that meet our printer's specs. Please call for details before submitting a .PDF.
- Files must be submitted in Quark XPress 6.5 or earlier, InDesign, Adobe Illustrator or Adobe Photoshop, or Acrobat .PDF (call for details before submitting .PDF).
- Must include all fonts and support files (including fonts embedded in .EPS images).
- Color must be submitted in CMYK.
- Images must be in .TIF or .EPS binary format (no .JPG or .PICT files).
- Color or grayscale 133 lpi minimum, 300 dpi minimum.
- Line art 500 dpi minimum (800 dpi preferred).
- Fonts must be Mac format Postscript fonts (no True Type or PC fonts) or outlined.
- Both screen and printer fonts must be included, if not outlined.

»» Please note:

- Ad design services are available only by arrangement prior to submitting an ad contract.
- Specific placement may be requested but is not guaranteed.
- Digital ads that do not comply with the above guidelines will be returned or charged a design fee of 10% of the ad cost (Noncompliance refers to any manipulation required to make the file useable or match the hard copy provided).
- Advertisements that exceed specified size limits will be scaled down to fit within the ad space. Cropping may occur.
- Color proofing of digitally formatted ads is the sole responsibility of the advertiser.
- Virginia Farm Bureau Federation (otherwise referred to as publisher) reserves the right to reject ads, including ads that represent a business in competition with the Virginia Farm Bureau Federation or Virginia Farm Bureau Mutual Insurance Co. and their affiliated companies and organizations.
- All advertisements are accepted for publication with the assumption that the advertiser is properly authorized to publish the entire contents of that ad.
- It is understood that the publisher cannot be held responsible for any claims or suits based on the advertisements placed. The advertiser assumes all legal responsibility.
- In the event of an error on our part involving your ad, the publisher assumes no liability beyond the cost of the ad and may apply credit for that ad space to the advertiser.
- The publisher maintains the right to cancel advertising for non-payment or reader complaints about services or products.

If you have further questions, please contact Cathy Vanderhoff, Advertising Coordinator, Virginia Farm Bureau Federation, Communications Department, at 804-290-1138 or cvand@vafb.com; 804-290-1096, fax.

VIRGINIA FARM BUREAU NEWS and CULTIVATE

» 2010 Certificate of Contract

Advertisements received without a contract will not be accepted.

I have read and understand the advertising guidelines, terms and conditions. I also understand that this agreement is a binding contract and that I am legally obligated to satisfy all monetary requirements. Interest will be charged on all balances past 30 days.

» Rates per Issue

Same rates apply to four-color and black-and-white advertisements

Please note: Agency commission and cash discounts are not available at this time

Please check the appropriate box(es) for each month in which you would like to advertise.

Maximum Size In inches	VIRGINIA FARM BUREAU NEWS Producer members	Issue months 38,000 Members (6 issues)	CULTIVATE Associate members	Issue months 110,000 Members (4 issues)
Outside back page 6" wide x 10.375" high (6" wide x 10 3/8" high)	SOLD per issue	SOLD <input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct.	SOLD per issue	SOLD <input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec.
Two page spread BLEED: 17" wide x 11" high NO BLEED: 15.75" wide x 9.75" high (15 3/4" wide x 9 3/4" high)	\$2,050 (net) per issue	<input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct.	\$4,852 (net) per issue	<input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec.
Full page BLEED: 8.5" wide x 11" high (8 1/2" wide x 11" high) NO BLEED: 7.5" wide x 9.75" high (7 1/2" wide x 9 3/4" high)	\$1,025 (net) per issue	<input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct.	\$2,426 (net) per issue	<input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec.
Half page HORIZONTAL: 7.5" wide x 4.8125" high (7 1/2" wide x 4 3/16" high) VERTICAL: 3.6875" wide x 9.75" high (3 11/16" wide x 9 3/4" high)	\$580 (net) per issue	<input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct.	\$1,548 (net) per issue	<input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec.
Quarter page 3.6875" wide x 4.8125" high (3 11/16" wide x 4 3/16" high)	\$375 (net) per issue	<input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct.	\$1,037 (net) per issue	<input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec.

» Please Accept our payment with the ad Bill us accordingly

Signed (Advertiser) _____ Date _____

Name (please print) _____

Title _____ Company/Organization _____

E-mail _____ Phone _____ Fax _____

Address _____

City _____ State _____ ZIP _____

Please sign and return Page 4 to: Cathy Vanderhoff, Advertising Coordinator, Virginia Farm Bureau Federation, Communications Department, 12580 West Creek Parkway, Richmond, VA 23238 or fax to 804-290-1096.

VIRGINIA FARM BUREAU NEWS

January

- coverage from Virginia Farm Bureau Federation Annual Convention
- election re-cap, in appropriate years
- state legislature advance coverage; Farm Bureau's legislative priorities
- spread of annual photo contest winners

March

- coverage of annual Legislative Day
- Agriculture Safety Awareness Week
- coverage of American Farm Bureau Federation Annual Convention
- reminder to make farm equipment visible to drivers before taking it onto public roads
- coverage of annual Young Farmers Winter Expo

May

- coverage of annual Women's Conference
- state legislature re-cap

June

- profile of annual Ralph Stokes Award winner (given to a Farm Bureau insurance agent)

August

- promotion of upcoming Virginia Farm Bureau Federation Annual Convention

September/October

- promotion of upcoming Virginia Farm Bureau Federation Annual Convention
- Virginia AgPac endorsements, in appropriate years



CULTIVATE

February

- National Agriculture Week / Virginia Agriculture Week (mid-March)
- spread of annual photo contest winners

April

- special emphasis on home gardening and home project safety
- reminder to drive safely on rural roads and look out for farm equipment

July

- profile of annual Ralph Stokes Award winner (given to a Farm Bureau insurance agent)

November/December

- home heating safety
- special emphasis on holiday foods and food safety

