

Utah Farm Bureau News

RATE CARD

USPS 654-080, ISSN 1068-5960
Effective Jan. 1, 2008

General Information

The Utah Farm Bureau News, the largest publication produced in Utah expressly for Utah farmers and ranchers, is published monthly, except for January, and delivered by second-class, carrier route sort mail to Farm Bureau members and other subscribers the first week of the month. Copy deadline is the 15th day of the month preceding publication. In 2008, there will be two issues of an introductory full color magazine replacing the July and Dec/Jan issues. For the rate card on that publication, please contact the advertising manager.

2008 Circulation

April and October ~ 21,000

(All Farm Bureau members, regular and associate)

Feb., March, May, June, August, Sept., Nov. ~ 5,700

(Farmer and rancher Farm Bureau members only)

Utah Farm Bureau membership audited annually by Sunnville, Griffin and Smith, CPA's, Salt Lake City, Utah. Mailings audited monthly by the U.S. Postal Service. USPS Statement of Circulation and Ownership available on request.

Readership Profile

Almost the entire circulation is within the state of Utah, to farmers, ranchers, educators, Extension personnel, and others closely associated with agriculture. The paper also goes to those associate members who have Farm Bureau Insurance, or who believe in the principles of Farm Bureau on a quarterly basis. Circulation character consists of Farm Bureau members in all 29 counties. Farm Bureau members represent the full spectrum of agriculture: beef cattle, sheep, hogs, dairy, vegetables, fruit, turf, grain and hay crops, poultry meats and eggs, honey and milk; in addition to associate members.

Mechanical Requirements

Trim Size	11.25" X 15"
Page Size	10.25" X 14"
General Format	4 Column Page
Column Width	14.5 picas (2.385 inches)
Gutter Width	1 Pica (.125 inches)
Pony Spread (6 col. X 10")	10" X 16"
Full Spread (8 col. X 14")	21" X 14"

Ad sizes

1/8 page	(7 col. inch)	5" x 3 1/2"
1/4 page	(14 col. inch)	5" x 7"
1/2 page	(28 col. inch)	10 1/4" x 6 3/4"
junior	(30 col. inch)	10" x 7 3/4"
full	(56 col. inch)	10 1/4" x 13 1/2"

Column widths

1 column = 2 1/2", 2 col. = 5", 3 col. = 7 3/4" 4 col. = 10 1/4"

Print Specs

• **Providing Artwork:** All ad materials should be provided in electronic format. PC and Photoshop/PageMaker-compatible .tif, .pdf, or .eps files are requested. Photos should be scanned in at 300 dpi and should be saved as CMYK or grayscale tiffs. Email ads or provide ad material on CD-ROM. Include a proof of each ad submitted on disk.

Faxes and tearsheets from other publications are not accepted. Send or email your ad to Jennifer Dahl. Contact her for compatibility questions.

- **Printing:** Printed off-set on newsprint.
- **Color Charge:** Color can be requested but is not often available. Single color and black, add \$200. Full color, add \$400.
- **Positioning:** May be *requested* on a first come, first served basis at no charge, but positioning is not guaranteed.
- **Bleed:** Not available.

Deadlines

You must reserve ad space by the 15th of each month. Ad copy is due by the 20th of each month. No cancellation for contracted-for advertising will be accepted within 10 days of publication date.

General Rates

The general rate is \$17.60 per column inch. Agency commissions, 15 percent on gross billings, are allowed on general rates to advertising agencies presenting official insertion orders. **When the agency commission is honored, no other rate discount is allowed.**

Local Rates

Local rates are intended for use by non-national, local advertisers. An insertion order is not necessary, however, advertising must be contracted for in advance to obtain any discount.

Ad rates are consistent for each issue of the Farm Bureau News. The quarterly issues do not have additional pricing.

Size	1 Time	6 Times	11 Times
Per Inch	\$15.37	\$14.63	\$13.83
1/8 Page (7 col. in.)	\$107.60	\$102.20	\$96.83
1/4 Page (14. col. in.)	\$215.18	\$204.42	\$193.66
1/3 Page (18.5 col in.)	\$284.35	\$270.13	\$255.90
1/2 Page (28 col. in.)	\$430.36	\$408.84	\$387.32
Jr. Page (30 col. in.)	\$461.10	\$438.05	\$414.99
Page (56 col in.)	\$860.72	\$817.68	\$774.65
Pony Spread (6 C X 10")	\$1291.00		
Full Spread (8 C X 14")	\$1721.00		

*** An extra fee will be assessed for ads that are designed by the editor, or those ads requiring extra work.**

Classified Advertising Rates

The classified advertising rate is .50 per word, or \$3.00 per line for short lines or white space. Display advertising (ads with borders and bold type) may be submitted with a request to be placed within the classified section, but will be charged display advertising rates. Display advertising cannot be guaranteed in the classified section.

The deadline for submitting classified ads is the 15th of the month prior to publication (Example: Jan. 15 for February issue), except for the January issue, which has a classified deadline of Dec. 1. Classified ads will be posted on the website unless requested otherwise.

Submit classified ads to Aurline Boyack via electronic mail at aboyack@fbfs.com or 9865 S. State Street, Sandy, Utah, 84070. For questions, contact 801-233-3010.

Payments and Billings

All accounts are due and payable upon publication of issue. Billings will be issued to established accounts. New accounts may be asked to pay for first insertion in advance. Accounts not settled within 30 days are considered past due. Publisher reserves the right to cancel advertising agreements if past due accounts are not settled within 60 days. Published advertisements over 60 days in arrears may be submitted to an agency for collection. When this occurs, the advertiser agrees to pay reasonable collection costs.

Restrictions

1. Publisher reserves the right to accept or reject any advertising. Alcoholic beverages, tobacco products, certain medical ads and other copy considered inappropriate by Utah Farm Bureau Federation organization standards are not accepted.
2. The word "advertisement" will appear adjacent to advertisements appearing to be editorial in nature.
3. Key numbers will run at the advertisers risk unless they are part of the reproduction material furnished the publication by the advertiser.
4. Failure to furnish new copy authorizes publisher to use previous copy in contracted-for space. It is the responsibility of the agency or advertiser to update and provide new copy or reproduction material.
5. No liability is assumed by the publisher if advertising, for whatever reason, is omitted.

Contact Information

Send materials or insertion orders to Jennifer Dahl at:

Utah Farm Bureau News
9865 S. State St.
Sandy, Utah 84070-3205

Phone: 801-233-3005
jdahl@fbfs.com
dahl@xmission.com

Fax: 801-789-6587
utfb.fb.org

Utah Farm Bureau News is the voice of Utah agriculture.

The Utah Farm Bureau News serves the 21,000 members of the Utah Farm Bureau Federation and others closely associated with agriculture.

Agriculture is a predominant contributor to Utah's economy. With 15,000 farms in the state totalling 11.6 million acres, Utah agriculturists produce crops and livestock worth in excess of \$1 billion annually.

Utah ranks in the **Top 25** nationally in the production of these farm and ranch commodities:

Spring Wheat	9th	Barley	10th
Dry Beans	18th	Alfalfa Hay	14th
Apricots	3rd	Apples	22nd
Sweet Cherries	8th	Tart Cherries	2nd
Pears	9th	Onions	8th
Mink	2nd	Sheep & Lambs	6th
Turkeys	14th	Trout	10th

The Utah Farm Bureau Federation represents the interests of farmers and ranchers across Utah through political, educational and informational means.

Farmers and ranchers with varied interests - from beef and dairy, to honey, mink and turf - read the monthly 24-page Utah Farm Bureau News to stay informed on current agricultural policy issues and other items of interest.

A diverse organization, the Utah Farm Bureau also provides leadership opportunities specifically for young farmers and ranchers, Farm Bureau women and youth in addition to the general membership.

The Utah Farm Bureau News is your connection to reach this relatively untapped market!

Contact Information

Editor.....Matt Hargreaves

Publisher and President.....Leland J. Hogan

Advertising Manager.....Jennifer Dahl

Classified Ad Manager..... Aurline Boyack

Utah Farm Bureau Federation
9865 South State Street
Sandy, Utah 84070-3205

phone: 801-233-3005

fax: 801-789-6587

email: jdahl@fbfs.com

You can also visit the Utah Farm Bureau online:
utfb.fb.org

The **Utah Farm Bureau News** is your connection to farmers and ranchers and others closely associated with agriculture throughout the state.

Don't miss the opportunity to reach out to this valuable market!

For more information about the newspaper, or to request a subscription, contact the Utah Farm Bureau today.

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Utah's largest general agriculture publication.