

# Utah Farm Bureau Magazine 2008 Rate Card

## General Information

Utah Farm Bureau will debut the inaugural issue of their 8 3/8 x 10 7/8 full-color magazine in July of 2008. A second issue will follow in December. The publication offers a mix of content appealing to farmers and ranchers, as well as non-farm families who are also Farm Bureau members.

## Circulation

The magazine will reach 21,500 families across the state of Utah. The readership demographic is varied, and includes farm and ranch families, rural and urban families who have Farm Bureau Insurance, and others who simply have an affinity for Utah agriculture and rural issues.

## Content

Each issue will feature an interesting mix of articles exploring farm and ranch life, food, fiber and environmental stories, as well as legislative issues Farm Bureau is working on.

## Ad Specs and Rates (all include full-color)

<b>SIZE</b>	<b>COST</b>
<b>Outside Back Page</b> 6" wide x 10.375" tall	<b>\$1900 (net)</b> per issue
<b>Full Page</b> Bleed: 8.5" wide by 11" tall Trim: 8 3/8" x 10 7/8" (live area: 8 1/8" wide by 10 5/8" tall)  No Bleed: 7.5" wide by 9.75" tall	<b>\$1750 (net)</b> per issue
<b>Half Page</b> Horizontal: 7.5" wide by 4.8125" tall Vertical: 3.6875" wide by 9.75" tall	<b>\$875 (net)</b> per issue
<b>Quarter Page</b> 3.697" wide by 4.8125" tall	<b>\$435 (net)</b> per issue

## Ad Deadlines

<b>ISSUE</b>	<b>Reservation Deadline</b>	<b>Ad Copy Due</b>
July	May 1, 2008	May 15, 2008
December	October 1, 2008	October 15, 2008

## Contact Information

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