

BULLETIN

www.sacfarmbureau.org

The **Sacramento County Farm Bureau** membership consists of over 3,500 member families, many of which fall in the category of an agricultural consumer belonging to take advantage of our member benefit programs. Farm Bureau's voluntary, elected leaders and professional staff work hard for all Californians to ensure the rural economy's growth, protect the family farm and maintain the treasured resources that are so important to the county and state's vitality and lifestyle. Sacramento County agriculture contributes over \$358 million to the county's economy and over \$1.2 billion in related industries; such as processing and transportation.

The **Sacramento County Farm Bureau** efforts focus on a variety of areas; from agricultural education projects, media and public relations, and member benefit programs, to regulatory and legislative outreach and market expansion. The Sacramento County Farm Bureau works hard to promote and represent agriculture.

The **Bulletin** is the official publication of the Sacramento County Farm Bureau and is produced on a bi-monthly basis keeping our members up-to-date on issues and events. This publication is a natural and economic choice for those advertisers who desire to reach a high percentage of farmers, ranchers and agricultural consumers in the area.

Special Feature Issues

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|-------------------------|--------------------------|
| ▪ January/February | Legal and Financial Tips |
| ▪ March/April | Spring Planting |
| ▪ May/June | Benefits of Membership |
| ▪ July/August | Youth in Agriculture |
| ▪ September/October | Celebrating Harvest |
| ▪ November/December | Grape and Wine Industry |
| ▪ January/February 2012 | Focus on the Delta |

2012 Advertising Deadlines

The Bulletin is mailed by the first week of the starting month for each bi-monthly issue. Advertisers must submit camera ready artwork.

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|---------------------|------------------------|
| ▪ January/February | by December 09th, 2011 |
| ▪ March/April | by February 10 2012 |
| ▪ May/June | by April 13, 2012 |
| ▪ July/August | by June 08, 2012 |
| ▪ September/October | by August 10, 2012 |
| ▪ November/December | by October 12, 2012 |

RATES *effective 1-01-2012*

Rates are based per issue

Full Page \$580 (\$655 for Color)
4 column x 12 inches 9 3/4" x 12"

Junior Page \$380 (\$430 for Color)
3 column x 10 inches 7 1/4" x 10"

Half Page \$320 (\$355 for Color)
Vertical 2 column x 12 inches
4 5/8" x 12"
Horizontal 4 column x 6 inches
9 3/4" x 6"

Quarter Page \$190 (\$215 for Color)
Vertical 2 column x 6 inches
4 5/8" x 6"
Horizontal 4 column x 3 inches
9 3/4" x 3"

Business Cards \$35 (\$45 for color)
2 column x 3 inches 4 5/8" x 2 1/4"

Color page availability will be on a first-come, first-served basis.

Insertions Rate Inserts must meet US Post Office Regulations call our office for pricing.

Classified Advertising
Listing in our classified's is free to Farm Bureau members if the listings are non-commercial. All other classified advertisements are \$0.40 per word per issue.

SCFB Business Member Advertising Discounts

- 10% off for three or more issues
- 20% off for six or more issues

To receive discount, payment must be made in advance and ad must remain the same size. Ads are not required to be placed in consecutive issues. Business Members will also have their business name listed in the "Business Member" Directory.

Sacramento County Farm Bureau
8970 Elk Grove Boulevard
Elk Grove, California 95624
sacfarmbur@msn.com
Phone 916.685.6958 Fax 916.685.7125
Editor: Charlotte Mitchell