

OVER
1200
READERS



Our Focus



GOVERNMENTAL POLICY
AFFECTING AGRICULTURE



EDUCATIONAL
INFORMATION



ACTIVITIES AND
FUNDRAISERS



COMMUNITY
INVOLVEMENT

BULLETIN

The Newspaper

The Bulletin is the official publication for the Sacramento County Farm Bureau. It is produced on a bi-monthly basis, keeping our members up-to-date on issues and events that relate to their agricultural businesses and way of life. This publication is an ideal marketing tool for companies seeking to do business with farmers, ranchers and agricultural consumers in the greater Sacramento area.

Who are we?

Farm Bureau works to protect and promote agricultural interests throughout Sacramento County and to find solutions to the problems of the farm, the farm home, and the rural community. We strive to protect and improve the ability of farmers and ranchers engaged in production agriculture to provide a reliable supply of food and fiber through responsible stewardship of California's resources.

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



Demographics

The Sacramento County Farm Bureau membership consists of over 1,200 member families in the greater Sacramento area. Our volunteer and professional staff works hard to ensure the rural economy's growth, to protect the family farm and to maintain the treasured resources that are so important to the county and state's vitality and lifestyle. Our Agricultural members include individuals who either own or manage production operations or work within the ag industry in related sectors such as banking and agribusiness. Associate members are rural residents or supporters of our farming industry. Collegiate members are young agriculturalists preparing to enter the ag industry.

Together we can make a difference

Our members are extremely loyal and support those businesses that support them. Sacramento County agriculture contributes over \$500 million to the overall county's economy and over \$1.5 billion in related industries such as processing and transportation.

SACRAMENTO COUNTY FARM BUREAU BULLETIN

2024 ADVERTISEMENT PRICING

All Advertising is in color.

Space	<u>FARM BUREAU MEMBER</u>		<u>NON-MEMBER</u>	
	1x	6x	1x	6x
FULL PAGE	\$600	\$500	\$750	\$650
HALF PAGE	\$450	\$375	\$550	\$475
QUARTER PAGE	\$350	\$300	\$425	\$375
EIGHTH PAGE	\$300	\$250	\$350	\$300

Paid in Full Discount: Advertising contracts with 4x or more issues may take 10% off, if the contracted amount is paid in full, prior to the first publication.

SIZING & REQUIREMENTS

FULL PAGE:	10.375"W x 15.5"H
HALF PAGE HORIZONTAL:	10.375"W x 7.75"H
QUARTER PAGE VERTICAL:	5.1875"W x 7.75"H
EIGHTH HORIZONTAL:	5.1875"W x 3.875"H

Advertisers must submit their camera ready art, matching the exact dimensions of the specified ad in one of the following formats. No other formats are accepted:

- Press-quality PDF (with bleeds when applicable)
- 300 dpi TIFF, EPS or JPG (must be original min. resolution)

2024 AD DEADLINES

December 29, 2023	(Jan/Feb Issue)
March 1, 2024	(Mar/Apr Issue)
May 1, 2024	(May/Jun Issue)
July 1, 2024	(Jul/Aug Issue)
August 30, 2024	(Sep/Oct Issue)
November 1, 2024	(Nov/Dec Issue)

Contact Information

Sacramento County Farm Bureau
8970 Elk Grove Blvd. Elk Grove, CA 95624
(916) 685-6958

Editor: Amber McDowell
ExecutiveDirector@SacFarmBureau.org

SCFB BULLETIN ADVERTISING CONTRACT

COPY & CONTRACTS REGULATIONS AND POLICY

- a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard.
- b) AGENCIES placing orders are responsible for payment.
- c) All advertising orders are accepted subject to the terms and provisions of the current rate card.
- d) A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods.
- e) PRO-RATE CLAUSE: If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However, credits earned will apply to billings-no cash rebates will be made.
- f) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question.
- g) Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
- h) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- i) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change.
- j) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement.
- k) No guarantee for specified position is made unless the position premium has been added to the contract.
- l) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- m) Closing dates for insertion orders and camera-ready materials are listed in the editorial calendar.
- n) Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 75% cancellation fee will be charged.

MATERIALS MUST BE RECEIVED AT SACRAMENTO COUNTY FARM BUREAU, in accordance with deadline schedule at 8970 Elk Grove Blvd Elk Grove, CA 95624. Digital upload to staff@sacfarmbureau.org

Advertiser (name of company being advertised as it will appear in the Ad Index) _____

Agency (if applicable) _____

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Space Rate:	<input type="checkbox"/> Member	<input type="checkbox"/> Non Member	\$ _____
Discount	_____		\$ _____
Net Cost Per Insertion			\$ _____
Number of Insertions			_____
Total			\$ _____

2024 Bulletin

Space:

- Full Page
- Half Page
- Quarter Page
- Eighth Page

Issue:

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Payment made to: Sacramento County Farm Bureau. Return completed contract and payment directly to:

- Sacramento County Farm Bureau 8970 Elk Grove Blvd. Elk Grove, CA 95624.

NOTE: All advertisers will need to submit payment for the first insertion with their original contract.

Authorizing Signature: _____ Date: _____

Name and Title (please print): _____