

PUBLISHER PROFILE

FloridAgriculture is published by Florida Farm Bureau Federation, the largest agricultural organization in Florida. Farm Bureau active members produce citrus, vegetables, livestock, row crops, forest products, horticultural products, poultry, ornamentals, sugarcane and a host of specialized agricultural products. Associate members come from agricultural support industries, farm-related families and those interested in agriculture.

The editorial goal of **FloridAgriculture** is to educate and inform readers about agriculture in Florida and build public support for the industry. The magazine supports the continued economic viability of Florida farmers.

PUBLISHER POLICY

All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter in the ads. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

All advertising subject to publisher's approval. Till forbid ads not protected for ad rates. Advertising that resembles editorial will be marked "advertisement."

Advertisers are responsible for the appearance, quality and effectiveness of their advertising. **FloridAgriculture** makes no guarantee concerning reader response to advertising.

ADVERTISING INFORMATION

De Ann Holton
(352) 374-1523
dholton@sfbcc.com



DISCOUNTS & SHORT RATING

Display advertising must be inserted in at least four monthly issues annually to earn a frequency discount. More than one ad per issue will qualify for frequency rates.

Advertising ordered at the frequency discount rate and not earned will be billed at the earned rate (short rate). Mixed sizes in the campaign are acceptable. No cash rebates will be made.

All new advertisers must prepay their first two insertions before being extended credit. Exceptions will be for established advertising agencies whose names appear in the current edition of SRDS.

A contract may be cancelled by written notice prior to the seventh of the month preceding the issue date. After this date, ads may not be cancelled and will be billed at the full rate. If the cancellation date has passed and the advertiser wishes to pull an advertisement, *FloridAgriculture* will, if feasible, try to accommodate the advertiser's request. In such cases, the full amount will still be billed, minus any possible insertion charges. Any cancellation received between the first and seventh of the month preceding the issue date will incur a \$250 cancellation fee.

STAFF

Executive Editor Rod Hemphill
Editor Ed Albanesi
Assistant Editor G.B. Crawford
Copy Editor Mary Ann Kwader
Graphics Coordinator Steve Tillman
Advertising Manager DeAnn Holton
Public Relations Secretary Patti Brothers

MAILING ADDRESS

FloridAgriculture - P.O. Box 147030
Gainesville, FL ♦ 32614-7030

SHIPPING ADDRESS

FloridAgriculture - Florida Farm Bureau
5700 SW 34th Street ♦ Gainesville, FL 32608

CONTACT INFORMATION

Phone (352) 374 -1523 or (352) 374 -1521
Fax: (352) 374 -1530
<http://www.FloridaFarmBureau.org>

RATE CARD



The Voice of Agriculture in Florida

Effective: January 1, 2003

Providing news on Florida's diverse and changing agricultural industry for 150,000 farmers, associate members and their families.

ADVERTISING RATES

DISPLAY BLACK/WHITE RATES

	1x	4x	8x	12x
Full Page	\$2,390	2,315	2,240	2,150
3/4 Page	1,800	1,750	1,690	1,620
Jr. Page	1,405	1,365	1,325	1,265
1/2 Page	1,220	1,185	1,150	1,095
1/4 Page	610	590	575	550
1/8 Page	310	300	290	280
Jr. Spread	2,760	2,680	2,590	2,480
Full Spread	4,670	4,530	4,390	4,200
Col. inch	49	47	45	43

DISPLAY COLOR RATES

One or more colors

Full Page	\$359
Jr. Page	\$299
1/2 Page or less	\$269

Bleeds: No charge – allow 3/8" excess on sides that bleed.

PLACEMENT RATES

FloridAgriculture will attempt to satisfy advertisers' placement preferences, but no placements can be guaranteed without payment of a guaranteed placement fee.

Right hand page guaranteed.....	\$59
1st half of issue guaranteed.....	\$99
Back cover guaranteed.....	\$199

CLASSIFIEDS

Classified ads are 80 cents per word, (15 words or \$12.00 minimum), including telephone number or address. **Boldface available at \$1.60 per word.** All classified ads are payable in advance unless credit is established. No discounts allowed. Classified display ads available at \$42/col. inch (10 col. in. maximum). **FloridAgriculture** will work with classified advertisers with multiple entries who desire certain positioning. However, no positioning can be guaranteed other than placement under an established category.

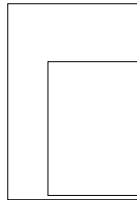
DEADLINES

FloridAgriculture is published 12 times a year. Space reservations due by the first day of the month prior to month of insertion. (i.e. June 1 for the July issue). Camera-ready materials (including digital files) are due by the 7th of the month prior to insertion month. Advertisements requiring production work are due by the first of the month preceding insertion month.

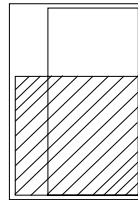
MECHANICAL REQUIREMENTS



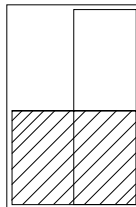
Full Page
10" x 12 1/2"
(Live area – non-bleed)



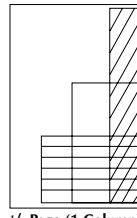
Junior Page
7 1/4" x 10"
(Live area – non-bleed)



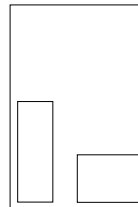
3/4 Page Vertical
7 1/4" x 12 1/2"
3/4 Page Horizontal
9 1/2" x 9 11/16"



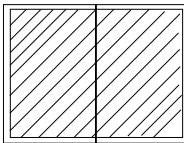
1/2 Page Vertical
4 3/4" x 12 3/4"
1/2 Page Horizontal
9 1/2" x 6 7/16"



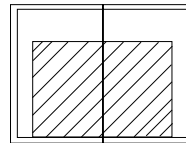
1/4 Page (1 Column)
2 3/16" x 12 3/4"
1/4 Page (2 Column)
4 3/4" x 6 7/16"
1/4 Page (3 Column)
7 1/4" x 4 3/4"



1/8 Page (1 col.)
2 7/16" x 6 7/16"
1/8 Page (2 col.)
4 3/4" x 3 3/16"



Spread: 20 3/4" x 12 1/2"



Junior Spread:
15 1/4" x 10"

Ad widths must conform to column widths (1,2,3,4,6 or 8)

AGENCY COMMISSIONS

All recognized agencies allowed a 15% commission on space and color. A 2 percent discount is allowed if payment is received within 10 days of billing date. Accounts not paid within these terms are subject to late payment finance charge computed at 1.5% per month (18% annual percentage rate) on any balance 30 days after billing date.

DIGITAL/MECHANICAL REQUIREMENTS

- **Printing process:** Web Offset on 35 lb. upgraded 80 bright newsprint.
- **Trim size:** 10 1/2" x 13 1/2".
- **Binding method:** Stitched
- **Accepted materials:**

Digital: Computer files should be saved at a minimum output of 200 dpi with an 85 line screen. We prefer a .pdf file but these other formats are also acceptable: .tif, .jpg, .eps, .ps, .ai, .bmp and .psd. Please be sure to include all fonts and artwork with the file.

Camera-ready: PMT scaled to size.

Note, in most cases the digital file that produced the PMT can be sent via e-mail which maintains optimal integrity. Please check with your service provider to use this process.

Other formats: Advertisers wishing to submit materials in other formats are asked to contact us in order to discuss the acceptability of those formats.

- **Production charges:** Additional costs for type-setting, art work, color or halftone adjustments and formatting will be charged at trade rates.

PRE - PRINTED INSERTS

Pre-printed inserts will be included at the rate of \$90 per thousand. Minimum charge for inserts is \$900. Different sizes or types of inserts may require special preparation to allow for machine insertion. Additional charges will apply if materials have to be hand inserted. Advertisers should discuss pre-printed insert specifications with **FloridAgriculture** before placing insertion order. Inserts must be delivered to printer no later than the 10th of the month prior to publication.