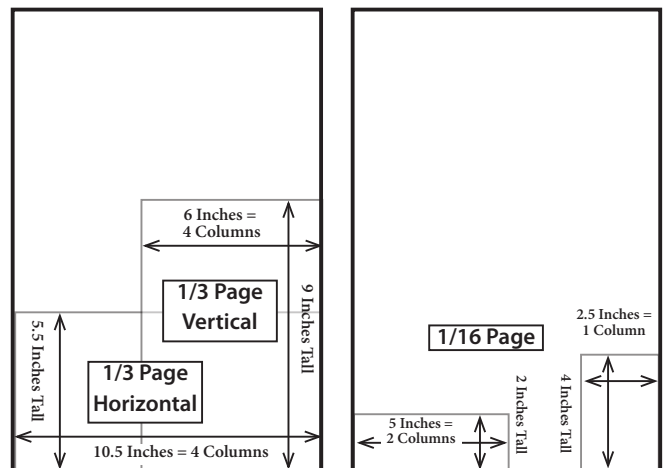
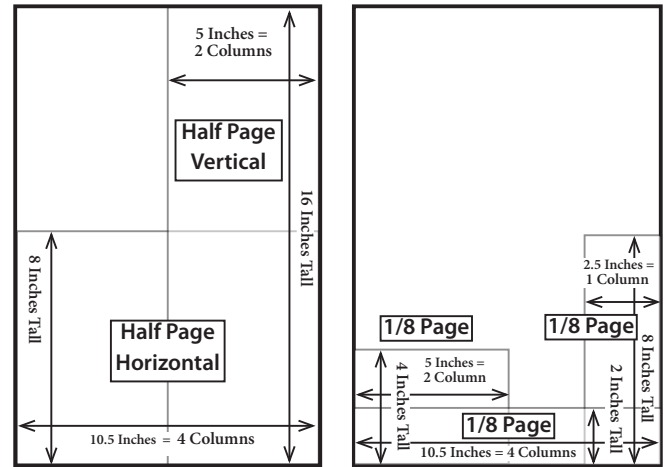
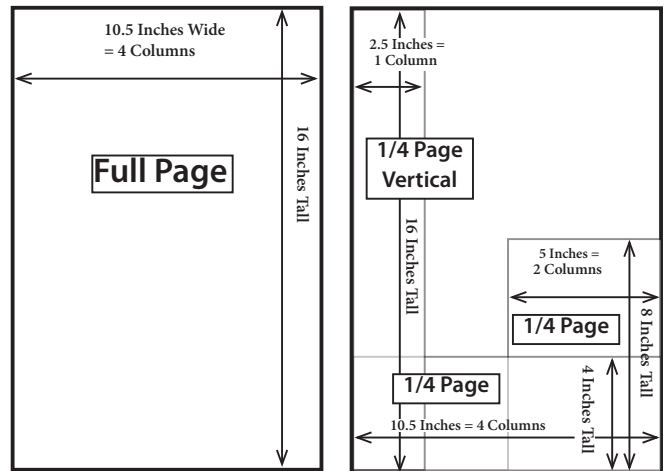




970 Piner Road. Santa Rosa, CA 95403 707.544.5575 Fax: 707.544.7452
 Contact: Zack Zimmerman - Zack@sonomafb.org

ADVERTISING SIZES AND DIMENSIONS

| | |
|---------------------------|------------------------------------|
| Full Page | 10 inches wide x 16 inches tall |
| 1/2 Page Vertical | 5 inches wide x 16 inches tall |
| 1/2 Page Horizontal | 10.5 inches wide x 8 inches tall |
| 1/3 Page Vertical | 6.5 inches wide x 9 inches tall |
| 1/3 Page Horizontal | 10.5 inches wide x 5.5 inches tall |
| 1/4 Page Vertical | 5 inches wide x 8 inches tall |
| 1/4 Page Horizontal | 8 inches wide x 5 inches tall |
| 1/4 Page Horizontal Short | 10.5 inches wide x 4 inches tall |
| 1/8 Page Vertical | 2.5 inches wide x 8 inches tall |
| 1/8 Page Horizontal | 5 inches wide x 4 inches tall |
| 1/8 Page Horizontal Short | 10.5 inches wide x 2 inches tall |
| 1/16 Page Vertical | 2.5 inches wide x 4 inches tall |
| 1/16 Page Horizontal | 5 inches wide x 2 inches tall |
| 1/16 Page Business Card | 5.0 inches wide x 2.75 inches tall |



COLUMN INCH DESCRIPTION

The Sonoma Marin Farm News advertising pricing is based on column inches. Each column is 2.5 inches wide; each page has four columns. The columns are 16 inches tall. The gutter width (space between columns) is .167, each page has a total of 64 column inches per each page.

To calculate column inches multiply the number of inches tall by the number of columns wide.

ARTWORK REQUIREMENTS

Farm Bureau prefers to receive artwork files in Adobe Acrobat PDF format, built to the correct size, with the resolution set to 300DPI and fonts embedded/outlined. We will also accept .jpg, .tiff and .eps. All photographs and graphics **MUST** be at least 300DPI at 100% of size.

All artwork is due no later than the 15th of the month preceding issue date.

Frequency Rates: Rates are priced on a "per ad" bases and upon frequency of ad placement. Three-times rates must run consecutively. Six and twelve-times rates must run within a twelve month period. All rates honored if booked within 30 days of advertising quote date.

Inserts: Flyer insertion rate is \$350. Inserts can be no larger than 8.5 x 11 inches. Each issue requires a minimum of 4,500 copies and need to be delivered to: **SouthWest Offset Printing, San Francisco Division, 587 Charcot Ave. San Jose, CA 95131 ATTN: Kevin Campau for Sonoma-Marin Farm News** by the 25th of the month preceding the issue date.

Design Rates: Design estimates are based on a rate of \$75.00 per hour.