



SAN JOAQUIN FARBUREAUNNEWS

CIRCULATION

About San Joaquin Farm Bureau Federation

The San Joaquin Farm Bureau membership consists of **3,000 farm member families**. Farm Bureau's voluntary, elected leaders and professional staff work hard for all Californians to ensure the rural economy's growth...to protect the family farm...and to maintain the treasured national resources that are so important to this state's vitality and lifestyle.

The San Joaquin Farm Bureau's efforts are in constant motion. From media and public relations; agricultural education projects and, scholarship programs for students to special programs designed to save money for SJFB members; regulatory and legislative outreach; issues management; and trade and market expansion – the San Joaquin Farm Bureau is working for the future of agriculture!

San Joaquin County agricultural production is over \$2 billion in gross value. Put your company in front of the producers of our county's most valuable commodity by advertising in *The San Joaquin Farm Bureau News*. The newspaper keeps our 3,000 members up-to-date on issues and events happening throughout the county and the state. Advertising in this widely-read newspaper will give you a direct line to our farming families and the companies who support farming and agricultural production in the greater San Joaquin County region.

2020 DEADLINES

ISSUE	DEADLINE	ISSUE	DEADLINE
JAN	12/14/19	JUL	06/12/20
FEB	01/14/20	AUG	07/10/20
MAR	02/13/20	SEP	08/14/20
APR	03/13/20	OCT	09/18/20
MAY	04/17/20	NOV	10/16/20
JUN	05/15/20	DEC	11/13/20

2020 SPECIAL ISSUES

JUN	<i>Dairy</i>
JUL	<i>Youth in Agriculture</i>
NOV	<i>Harvest</i>

CONTACT INFORMATION

San Joaquin Farm Bureau Headquarters:
3290 Ad Art Way, Stockton, CA 95217 (209) 931-4931

Editor (Exclamation Point Communications):
Kevin Swartzendruber (916) 546-6599

Advertising Sales Office & Materials to be received at:
Association Outsource Services, Inc. (AOS)
P.O. Box 39, Fair Oaks, CA 95628
(916) 961-9999 (Main Office Phone)
Kathleen Cadle (Sales Rep) (916) 984-3168
kathleenaos@comcast.net

BLACK/WHITE RATES

	1X	6X	12X
Full Page	\$775	\$695	\$625
1/2 Page (Isl)	\$580	\$525	\$470
1/2 Page	\$535	\$480	\$430
1/4 Page	\$350	\$300	\$275
1/8 Page	\$275	\$250	\$225

Discount, color or promotional rates are not commissionable.
NOTE: All first time advertisers will need to submit payment for the first insertion with their original contract.

BUSINESS MEMBERS ONLY

SJ Farm Bureau Business Members receive
A 10% discount on black and white Ad Rates

COVERS

(4/color additional see below – No Cancellations)

	1X	6X	12X
Covers (3)	\$830	\$745	\$680

COLOR RATES

Color (per insertion) \$300

Color page availability is chosen by the editor and available on a first-come, first serve basis.

GUARANTEED SPECIAL POSITION

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

AD DIMENSIONS

Size	Width		Height
Full pg	9-3/4"	x	13-1/2"
1/2 Island	7-1/4"	x	10"
1/2 vt	4-3/4"	x	13-1/2"
1/2 hz	9-3/4"	x	6-3/4"
1/4 sq	4-3/4"	x	6-3/4"
1/4 vt	2-1/4"	x	13-1/2"
1/8 vt	2-1/4"	x	6-3/4"
1/8 hz	4-3/4"	x	3-1/4"
Inserts	not to exceed 10 x 13" or 3 inserts per issues		

MECHANICAL REQUIREMENTS

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) *or*
- 300 dpi TIFF, EPS or JPG (must be original min. resolution)

Submission methods:

Post electronic file to the AOS FTP at www.aosinc.biz

Please be sure to place your ad art in the correct publication/association folder then in the correct issue folder or email to your ad rep.