



# Central Coast Farm & Ranch

Serving agriculture in  
Ventura and Santa Barbara  
counties since 1947.

Published quarterly by Farm Bureau of Ventura County  
John Krist, Publisher/CEO  
Devon Cichoski, Advertising Manager  
Jane Hulse, Editor

## Advertising Information

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## Advertiser Guidelines

*Central Coast Farm & Ranch* is a quarterly magazine circulated in Ventura and Santa Barbara counties. Although its primary audience is members of the Central Coast agricultural community — it is distributed as a benefit of membership in the Santa Barbara and Ventura County Farm Bureaus — it also contains stories and photographs that appeal to supporters of local food, fans of local restaurants that feature local food, and members of the general public interested in learning about local agriculture. Current circulation is approximately 4,000 copies.

### Deadlines

Published in MARCH, JUNE, SEPTEMBER, and DECEMBER. Advertisers must submit advertising artwork and copy to *Central Coast Farm & Ranch* no later than the 5th of the month prior to publication. Ad proofs are provided to advertisers prior to printing, and advertisers are responsible for bringing errors to the attention of the advertising manager within 24 hours after proof receipt. *Central Coast Farm & Ranch* will not be responsible for errors that are not brought to its attention.

### Cancellation

Any cancellation must be received in writing by 5th of month prior to publication. Cancellation of ads with 4x discounts will be liable for discounted fees. No cancellations accepted on covers or inserts.

### Collections policy

Advertisers are invoiced upon publication. Payment is due upon receipt of invoice. New insertion orders will not be accepted from advertisers with unpaid balances more than 60 days past due. After 90 days, unpaid invoices will be turned over to a collection agency.

# General Advertising Rates 2013-2014

SPACE	COLORS INCLUDED	EACH INSERTION	WITH 4X INSERTION DISCOUNT
Back Cover	Full Color	\$1,500	\$1,450**
Inside Front Cover	Full Color	\$1,400	\$1,350**
Inside Back Cover	Full Color	\$1,400	\$1,350**
Full Page	Black + One Color	\$1,250	\$1,225
2/3 Page	Black + One Color	\$950	\$925
1/2 Page	Black + One Color	\$825	\$800
1/3 Page	Black + One Color	\$650	\$625
1/6 Page	Black + One Color	\$400	Free ad changes
1/12 Page	Black + One Color	\$300	Free ad changes

\*\*\$50 discount applies to non-agency-represented advertisers only.

## Additional Color

Two Color (black + one color)	Included with all ads
Three Color (black + two colors)	\$75
Full Color	\$200

## Additional Services

Ad Layout, Design, Revisions	\$35/hour
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## Agency Discounts

Advertising agency discounts are 15% of the gross price for all ads larger than 1/6 page. Discounts for multiple insertions do not apply.

## Artwork Specifications

Preferred: Macintosh-platform QuarkXpress files (with all screen and printer fonts and imported images); Adobe Acrobat PDF files (image downsampling not less than 300 dpi). Accepted: Film negatives (right reading, emulsion down, 133 lpi), camera-ready artwork, or reproduction proofs. For three- and four-color process, supply color-separated negatives with color key.

## Mechanical Specifications

	WIDTH	HEIGHT (INCHES)
Trim Size	8.5	11
Full Page	7.5	10
Full Page (bleed)	8.75	11.25
2/3 Page	4.75	10
1/2 Page (vertical)	4.75	7.5
1/2 Page (horizontal)	7.5	4.25
1/3 Page (vertical)	2.25	10
1/3 Page (horizontal)	4.75	4.875
1/6 Page (vertical)	2.25	4.875
1/6 Page (horizontal)	4.75	2.375
1/12 Page (vertical)	2.25	2.375
Center Spread	16	10
Center Spread (bleed)	17.25	11.25

## Contract and Copy Requirements

Publisher will not be bound by any conditions appearing on contract forms, order forms or copy instructions which are at variance with publisher's regulations and policies. Publisher reserves the right to reject any advertising considered objectionable for any reason. Publisher to be sole judge.