



Central Coast Farm & Ranch

Serving agriculture in
Ventura and Santa Barbara
counties since 1947.

Published quarterly by Farm Bureau of Ventura County
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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

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.

File Formats

All advertising artwork should be provided in PDF format. Alternate file formats may be acceptable. Inquire prior to submitting. All images used in ads should be color-corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif or .jpg file format.

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.