



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
Betsy Chess, Advertising Manager
Jane Hulse, Editor

Advertising Information

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General Advertising Rates 2011-2012

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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Issuance & Closing Dates

Published in MARCH, JUNE, SEPTEMBER, and DECEMBER. Closing date for ad space in each issue is 5th of month prior to publication. Art and copy deadline is 10th of month prior to publication.