



Central Coast Farm & Ranch

Published quarterly by Blanchard/Chess Associates
Betsy Blanchard Chess, Publisher
for the Farm Bureaus of Ventura and Santa Barbara Counties

Serving Central Coast Agriculture Since 1947

Advertising Information

Betsy Chess
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1776 Miramar Dr., Ventura, CA 93001
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General Advertising Rates 2008-2009

SPACE RATES	COLOR INCLUDED	EACH INSERTION	4X INSERTION DISCOUNT
Back Cover	Full Color	\$1500	\$1450**
Inside Front Cover	Full Color	\$1400	\$1350**
Inside Back Cover	Full Color	\$1400	\$1350**
Full Page	Black + One Color	\$1250	\$1225
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)	Now included with all ads!
Three Color (black + two colors)	\$75
Full Color	\$350

Ad Layout, Design, Revisions \$35/hour

Issuance & Closing Dates

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

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 300dpi). Accepted: Film negatives (right reading, emulsion down, 133lpi), 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	

Circulation

7500. Character: All sub-tropical fruit growers, field and row crop farmers, ranchers, packers, suppliers and other allied businesses and selected non-agricultural professionals and businesses. **Central Coast Farm & Ranch** is the only publication exclusively serving this prime audience on the Central Coast. Agriculture is big business in Ventura and Santa Barbara counties and **Central Coast Farm & Ranch** is the most economical way to reach this select group.

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.

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.

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.