



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, 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.

General Advertising Rates

| SPACE | EACH INSERTION | WITH 4X INSERTION DISCOUNT |
|--------------------|----------------|----------------------------|
| Back Cover | \$1,815 | \$1,765 |
| Inside Front Cover | \$1,750 | \$1,700 |
| Inside Back Cover | \$1,705 | \$1,655 |
| Full Page | \$1,595 | \$1,545 |
| 2/3 Page | \$1,265 | \$1,240 |
| 1/2 Page | \$1,127 | \$1,102 |
| 1/3 Page | \$935 | \$910 |
| 1/6 Page | \$660 | \$660 |
| 1/12 Page | \$550 | \$550 |

Additional Services

Ad Layout, Design, Revisions \$85/hour

Agency Discounts

Advertising agency discounts are 5% of the gross price for all ads larger than 1/6 page. Discounts for multiple insertions do not apply.

Artwork Specifications

File Type: For ease and optimal print quality, please submit a press-ready PDF file. All images and fonts should be embedded in the file. If possible, please convert type to outlines. If you are unable to produce a PDF file, you may submit a high-resolution image file of your ad (TIFF, EPS, JPEG, etc.).

File Name: Please include the company name within the name of your file.

Color: Please convert all artwork within your ad (photos, graphics, logos, etc.) to CMYK or grayscale. Artwork submitted in RGB or spot color will be converted to CMYK, which may alter the appearance of the ad.

Image Resolution: Photos should be at a minimum resolution of 300 dpi or higher at the size which they are used in the magazine. Line art should be in vector format or a minimum of 600 dpi.

Bleeds: On full-page bleed ads, please include a minimum 1/8 inch (.125) bleed area with offset crop marks.

Mechanical Specifications

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