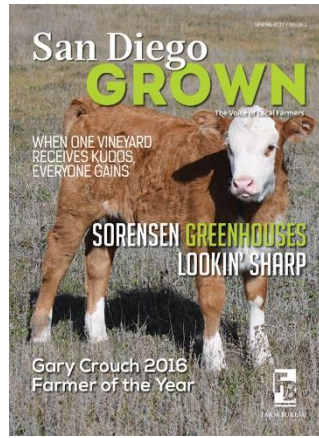
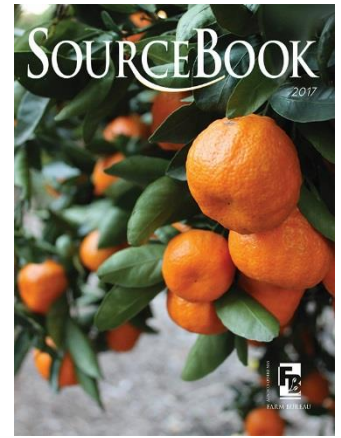


# San Diego GROWN

Published by the **San Diego County Farm Bureau**  
The Voice of Local Farmers  
Since 1914



Quarterly Magazine



Annual Source Book

## 2018 General Advertising Rates

**Choose your ad size:**

| Ad Size       | Ad Dimensions                    | Price per insertion | Business Supporting members | Be in all 5 issues!<br>Receive a discount |
|---------------|----------------------------------|---------------------|-----------------------------|---|
| Full Page     | 8 ½" x 11" (add .125" for bleed) | \$800 per issue     | \$750 per issue             | \$3,625*<br>(\$725 per issue)             |
| Half Page     | 7 ½" x 5" (landscape)            | \$500 per issue     | \$475 per issue             | \$2,250<br>(\$450 per issue)              |
| Quarter Page  | 5" x 3 ¾"                        | \$350 per issue     | \$325 per issue             | \$1,500<br>(\$300 per issue)              |
| Sixth Page    | 5" x 2 ½"                        | \$200 per issue     | \$175 per issue             | \$750<br>(\$150 per issue)                |
| Business Card | 3" x 2"                          | \$100 per issue     | \$90 per issue              | \$425<br>(\$85 per issue)                 |

*\*Businesses who commit to 5 full page ads will receive a premium placement in SD Grown magazine or Source Book*

### **Contract Terms**

San Diego Grown Magazines are published quarterly and the Source Book is published once a year. Commitments for ad space will be needed by January 31<sup>st</sup> (or by the end of the month whenever contract is completed). Once the contract is completed, display ad deadlines will be described by the Event & Marketing Coordinator. All ads are to be submitted in a high definition, full color, PDF format to [taylor@sdfarmbureau.org](mailto:taylor@sdfarmbureau.org).

### **Copy and Contract Regulations**

Farm Bureau is not responsible for reproduction proofs, art, etc., unless advertiser requests return within 90 days after use. All copies are subject to approval. No liquor, tobacco, or political advertising will be accepted. Publishers reserve the right to reject any advertising at publisher's

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discretion. Rights reserved to revise rates on 60 days' notice. Publishers reserve the right to reject any and all copies deemed unacceptable. Publishers will not be bound by any conditions appearing on contract or order forms or which may be written or otherwise inserted into advertising contracts or orders, which are at variance with the publisher's regulations and policies. Changes in advertiser's copy made if instructed prior to deadline for printing, but at advertiser's risk and expense. Farm Bureau is not responsible for incorrect insertion of key numbers. No rebate or rerun will be allowed because of error in key numbers inserted as above.

### **Payment Terms**

First time advertisers must pay in full before the first ad is published. Annual contracts are encouraged for advertisers to receive the maximum frequency discount. Insertions will be billed at the frequency submitted and will not be reduced retroactively to reflect higher frequency earned by additional insertions. If full contract is not completed due to advertiser request, any discounts that were awarded for full insertion contract will be billed for previously run ads billed with discount. Full payment of display advertising is required after first notice (30 days). Ads not paid in full after third notice (90 days) are pulled from the publication. Billings are turned over to a collection agency after the fourth and final notice.

### **Submitting Your Contract**

Please fill out the ad contract enclosed and email to [taylor@sdfarmbureau.org](mailto:taylor@sdfarmbureau.org) OR mail to **San Diego County Farm Bureau, 420 S. Broadway, Escondido, CA 92025** OR fax your completed form to the Farm Bureau office at 760-489-6348.

If you have any questions, call Taylor Zumstein at (760) 745-3023 or email [taylor@sdfarmbureau.org](mailto:taylor@sdfarmbureau.org)

***Thank You!***