



REACH YOUR TARGET AUDIENCE

Crop Talk is a glossy, magazine-style publication mailed to over **950** local Yuba-Sutter Farm Bureau members each month. It covers local agricultural news, issues, trainings and opportunities for Yuba-Sutter growers. There is not a more targeted resource for reaching the Yuba-Sutter agricultural community. Farmers and ranchers of all sizes receive the newsletter each month, and our membership includes many individuals and businesses in closely-related industries.

BECOME ASSOCIATED WITH FARM BUREAU

YSFB is a trusted and respected name throughout the community. We serve Yuba-Sutter producers through policy work, public relations, education, outreach and training. We also contribute to the greater community, giving away over \$123,000 in scholarships over the years for Yuba-Sutter graduating seniors. We are part of the statewide California Farm Bureau Federation, and nationwide American Farm Bureau Federation. Government officials at all levels consider Farm Bureau to be the “voice of agriculture.” As a non- profit organization, we appreciate our community partners and depend upon the participation and support of businesses like yours so that we can continue to be the voice of agriculture.

ONLINE ADVERTISEMENT FREE!

Yuba-Sutter Farm Bureau now offers FREE online advertisement exclusively for those Business Support Member customers who purchase a year (12 issues) of ads with a one-time, up-front payment. One-time advertisement design is free, and images can be linked to your company’s website! Check out Yuba-Sutter Farm Bureau online at

www.ysfarmbureau.com

Advertisement	Size "W x H"	FB Business Support Member Price	FB Ag & Associate Member Price	Non-FB Price	# of Issues	Total Cost
■ Business Card	3.39" x 2.47"	\$55	\$85	\$100	_____	\$ _____
■ Quarter Page	3.39" x 5.05"	\$160	\$185	\$200	_____	\$ _____
■ Half Page (Horizontal)	6.88" x 5.05"	\$350	\$380	\$400	_____	\$ _____
■ Half Page (Vertical)	3.39" x 10.2"	\$350	\$380	\$400	_____	\$ _____
■ Full Page (With Bleed)	8.75" x 11.25"	\$600	\$660	\$700	_____	\$ _____
■ Full Page (Live Area)	8.5" x 11"	\$600	\$660	\$700	_____	\$ _____
■ Full Page (No Bleed)	7.75" x 10.25"	\$600	\$660	\$700	_____	\$ _____
■ Outside Back Cover (With Bleed)	8.75" x 9.7"	\$700	\$760	\$800	_____	\$ _____
■ Outside Back Cover (No Bleed)	8.25" x 9.5"	\$700	\$760	\$800	_____	\$ _____
■ Full Page Inserts	8.5" x 11"	Call for pricing	Call for pricing	Call for pricing	_____	\$ _____

■ Run my ad these specific months: _____

■ I will purchase 12 issues up-front for 10% off of my total bill PLUS FREE ONLINE ADS ALL YEAR!

I hereby agree to the above selected items and *terms listed on the back of this sheet*,

 Authorized Signature Date Phone Email

 Company Name Billing Address

YUBA-SUTTER FARM BUREAU
ADVERTISING AGREEMENT TERMS AND CONDITIONS

- Advertiser agrees to submit an ad in “camera ready” condition and in the format of JPEG or PDF.
- YSFB will provide a free, one-time advertisement design for new advertisers. All *major* design work thereafter, excluding language update, is subject to a \$50 per hour fee.
- Advertiser may pay in advance or may opt for YSFB to invoice as each issue is printed.
- Customers paying for a year’s worth of ads in a one-time advance full payment will receive 10% off of the full payment price.
- There is a one-time 20% late payment charge for all payments received over 30 days from the invoice date.
- Crop Talk is published on a monthly basis.
- This advertising agreement may be cancelled by either party upon 60 days written notice to the other party. Advertiser agrees to pay for its ad in any issue already scheduled to be printed past the 60 day cancellation period.
- Any dispute between Publisher and Advertiser will be settled solely by cancellation of this Advertising Agreement and payment of outstanding amounts due, after which there shall be no further liability between the parties.
- The deadline for newsletter submissions or advertisements is the 13th of the month prior to the month of publication. For example, to run an ad in the July issue, the deadline is June 13th to have all print materials to Yuba-Sutter Farm Bureau.
- Placements of ads in Crop Talk is at the design discretion of Yuba-Sutter Farm Bureau.