

Merced County Farm News Ad Rates

General Information:

All advertisements are **COLOR ONLY**. Please send the file in PDF or PNG format. MCFB only prints a physical paper every other month. The other 6 months are published digitally and emailed to members using our ISSUU flipbook software. Please refer to the publication schedule for ad deadlines and publication type. All ads must be sent to Denelle by the deadline for each month's publication. Each issue is mailed and/or emailed to Merced and Mariposa County Farm Bureau members and supporters, reaching near 1,100 readers.

Editor: Denelle Flake

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Size Options:

- Business Card – 2" x 5"
- Quarter Page – 5" x 6.5"
- Half Page – 10" x 6.5" (horizontal) OR 5" x 13" (vertical)
- Full Page – 10" x 13"

6-month print ad contract price:

- Business Card - \$110/month
- Quarter Page - \$365/month
- Half Page - \$580/month
- Full Page - \$750/month

Single print ad price:

- Business Card - \$150
- Quarter Page - \$390
- Half Page - \$625
- Full Page - \$850

Digital Ad Prices:

- Business Card - \$25
- Quarter Page - \$50
- Half Page - \$75
- Full Page - \$100

E-news (Wednesday newsletter): \$50/ad

Inserts: All inserts must be delivered to Wesco Graphics in Tracy no later than the Friday prior to ad deadline date. Inserts must be boxed for mailing and need not be folded.

- Single Sheet (8.5" x 11") - \$225.00/page

Political Ad Rates:

All sizes \$30 per column inch. Political ads are charged at a flat rate, regardless of the size of the ad. All political ads must have a legal California identification number and must be paid for in advance of publication. Please contact Denelle for a quote.