

2022 Merced County Farm News Ad Rates

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”

12-month contract price for Black & White:

- Business Card - \$59.75/month
- Quarter Page - \$148.20/month
- Half Page - \$267.80/month
- Full Page - \$478.40/month

12-month contract price for COLOR (additional \$180):

- Business Card - \$239.75/month
- Quarter Page - \$328.20/month
- Half Page - \$447.80/month
- Full Page - \$658.40/month

Single issue price for Black & White:

- Business Card - \$70.75
- Quarter Page - \$176.80
- Half Page - \$353.60
- Full Page - \$678.60

Single issue price for COLOR (additional \$180):

- Business Card - \$250.75
- Quarter Page - \$356.80
- Half Page - \$533.60
- Full Page - \$858.60

Multiple issue price for Black & White:

- Business Card - \$65.25/issue
- Quarter Page - \$162.50/issue
- Half Page - \$325.00/issue
- Full Page - \$592.80/issue

Multiple issue price for COLOR (additional \$180):

- Business Card - \$245.25/issue
- Quarter Page - \$342.50/issue
- Half Page - \$505.00/issue
- Full Page - \$772.80/issue

Inserts: All inserts must be delivered to 209 Multimedia Office in Newman 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") - \$198.00/page

Farm and Ranch Section (Black & White ONLY):

- 3" x 3" - \$38.50/issue
- 3" x 6" OR 6" x 3" - \$66/issue

Political Ad Rates:

All sizes \$14.15 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.

General Information:

Please refer to the publication schedule for ad deadlines for each month's publication. All ads must be sent to Denelle by the deadline for each month's publication. Each issue is mailed to Merced and Mariposa County Farm Bureau members and supporters, reaching near 1,200 readers.

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