



Oregon Farm Bureau 3415 Commercial Street SE Salem, OR 97302 (503) 399-1701 www.oregonfb.org

Market your product to 54,000+ Farm Bureau members across the state. Advertise in *Oregon Agriculture* magazine!

2008 ADVERTISER INFORMATION

Oregon Agriculture magazine

About: *Oregon Agriculture* magazine is a biannual publication with a spring/summer issue and a fall/winter issue. It is a full-color publication that offers a mix of content appealing to farmers and ranchers, as well as non-farm families who are also Farm Bureau members and are supporters of the agriculture and natural resource industries.

Content: The spring/summer magazine always features our popular *OFB Farm Stand Guide* (more than 200 public farm ventures are listed), while the fall/winter edition typically has a legislative progress report and/or voter's guide. Every issue includes an interesting mix of articles that profile individual farming or ranching operations, highlight the connection between agriculture and everyday life, celebrate environmental stewardship and innovation by Farm Bureau members, and/or educate readers about their neighbors in rural parts of the state. Each magazine also includes the reader-favorites "Mystery Spot," "Ask the Expert," and "Crop to Table" columns, as well as award-winning photography and feature writing.

*** SPECIAL COLLECTORS EDITION:** The spring/summer 2008 issue will be a special commemorative edition celebrating Oregon Farm Bureau's 75th anniversary. It will highlight Farm Bureau's history and profile members honored at the OFB State Convention for decades of service and other accomplishments toward the betterment of the Oregon agriculture industry.

Circulation: The magazine goes out to Farm Bureau Associate, Voting, and Supporting members across the state, in both rural and urban areas. Our circulation is more than 54,000. Visitors to our website at www.oregonfb.org can download a PDF version of the current issue (under the "Media – Publications" section). The magazine is also distributed at Farm Bureau events, county/state fairs, and other public happenings around the state, so its overall distribution is probably closer to 56,000 per issue.

Advertiser conditions: Advertisers in *Oregon Agriculture* do not have to be Farm Bureau members. The vast majority of products and services are perfectly suitable for the magazine, as our readers represent farm and non-farm families in both rural and urban regions.

Rates: The gross rate for a one-page, full-color or black-and-white ad is \$2,217. Incremental-sized ads would be charged accordingly. For example, a 1/2-page ad would be a gross rate of \$1,108.50. An 1/8-page, business-card-sized ad would be a gross rate of \$277.

Ad specs: high-resolution, 300 dpi (or higher) .TIFF format images, or high-quality print images. PDFs are also accepted.

Full-page bleed ads = 11 inches tall x 8 5/8 inches wide (pertinent information must fall within space of 10 inches tall x 7 5/8 inches wide).

Full-page ad including border = 10 inches tall x 7 5/8 inches wide

Horizontal 1/2 page with bleed = 5 5/8 inches tall x 8 5/8 inches wide (pertinent information must fall within space of 5 inches tall x 7 5/8 inches wide)

Horizontal 1/2 page including border = 5 inches tall x 7 5/8 inches wide

Vertical 1/2 page with bleed = 11 inches tall x 4 1/4 inches wide (pertinent information must fall within space of 9 3/4 inches tall x 4 inches wide)

Vertical 1/2 page ads including border = 9 3/4 inches tall x 4 inches wide

Closing dates for ads in *Oregon Agriculture*

Spring/Summer 2008 issue: Insertion orders and ad materials must be in by March 1, 2008 (print date is typically May)

Fall/Winter 2008 issue: Insertion orders and ad materials must be in by August 1, 2008 (print date is typically October)

- Insertion orders can be sent via postal mail, faxed to (503) 399-8082, or e-mailed to annemarie@oregonfb.org.

Send to mail or e-mail ads to:

Anne Marie Moss, annemarie@oregonfb.org
Oregon Farm Bureau
3415 Commercial St. SE
Salem, OR 97302

Billing: Invoices for advertisements will be sent soon after publication, along with a tear sheet and a copy of the publication.

Questions: Contact Anne Marie Moss at (503) 399-1701, ext. 313, or e-mail annemarie@oregonfb.org

To learn more about Farm Bureau: Visit www.oregonfb.org