

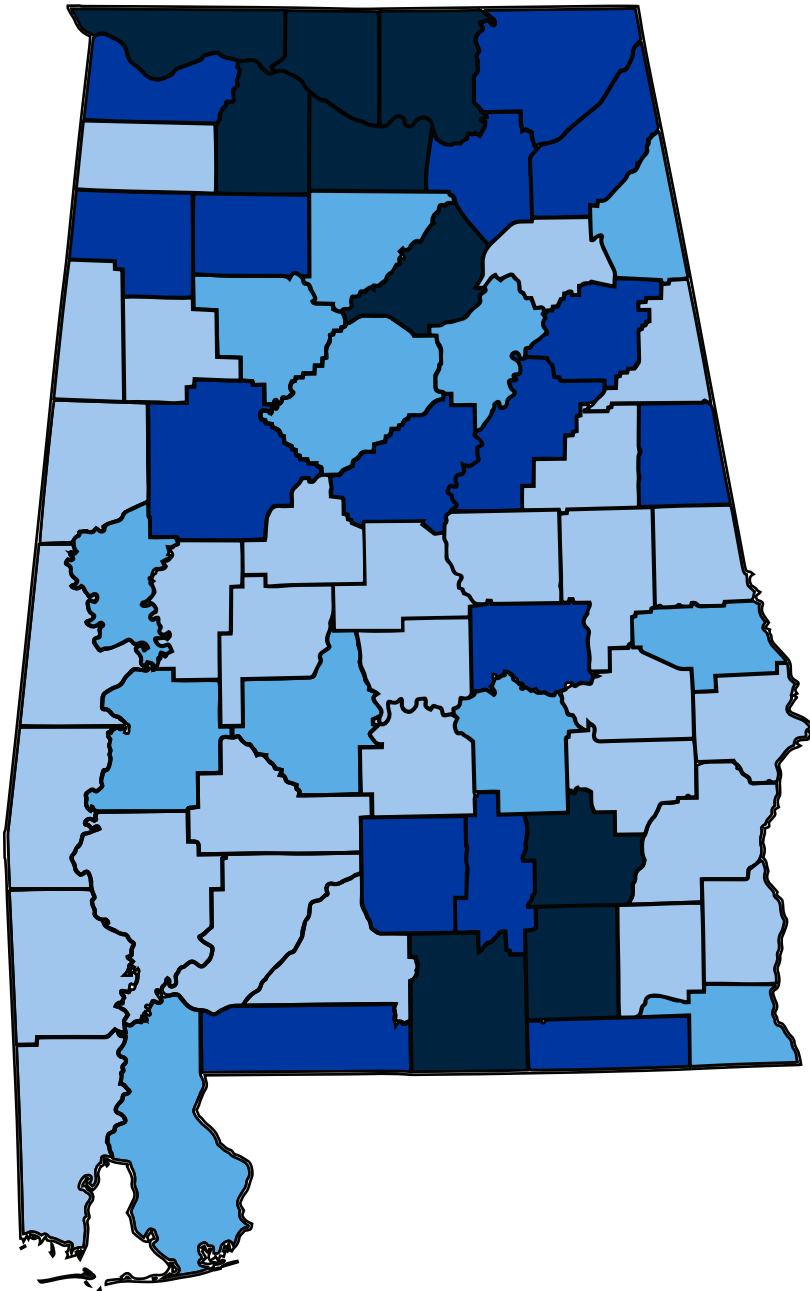
COOPERATIVE

# FARMING



# NEWS

DOWN TO EARTH NEWS FROM YOUR FRIENDS AT THE CO-OP



As the official publication of Alabama Farmers Cooperative, our magazine puts you in 15,000 homes or businesses across Alabama and stretching in Northwest Florida and South Central Tennessee. Gardeners, hunters, landscapers and farmers are just a few of AFC's loyal subscribers and customers.



400-300

299-200

199-100

99 and fewer

\*Amount of readers per county\*

#### Editorial Contact

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#### Advertising Representative

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## Ad Requirements

- Only Digital Ads
- High-resolution PDF's (x-la), PDFS, EPS, or TIFF files.
- Artwork must be 300 DPI or higher.
- Line screen must be 150 DPI or higher.
- All ads must be CMYK.
- Ads submitted in Word, Powerpoint, Publisher, etc. will NOT be accepted.
- Proofs and color keys may be submitted for color accuracy.
- Please include all fonts and supporting graphics if submitting Illustrator, Photoshop, or InDesign files.
- All fonts must be styled as PLAIN. Do not apply attributes such as BOLD or ITALIC at the application level.

### Deadline Dates

Feb/March Issue: November 25, 2021

Apr/May Issue: January 25, 2022

Jun/July Issue: March 25, 2022

Aug/Sept Issue: May 25, 2022

Oct/Nov Issue: July 25, 2022

Dec/Jan Issue: September 25, 2022

### In-Home Dates:

Feb/March Issue: January 31, 2022

Apr/May Issue: March 28, 2022

Jun/July Issue: May 31, 2022

Aug/Sept Issue: August 1, 2022

Oct/Nov Issue: September 26, 2022

Dec/Jan Issue: November 30, 2022

## Publisher Rights

- All advertisements are subject to publisher's approval.
- No alcohol, tobacco or other advertising deemed offensive or substandard.
- Ad position is at the discretion of the publisher. Order specifying position other than covers are treated as requests only unless preferred position rate of 10 percent is specified.
- Cancellations and changes are not accepted after closing date.
- Rates are subject to change upon publisher's notice.
- Prevailing rates apply.
- Advertiser will be required to pay standard production charges on non-camera-ready material.
- Publisher is not responsible for errors in key numbers.
- Publisher assumes advertiser agrees to the conditions set forth in the rate card without further notice.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.

**- Copy must be received before or by the 25th two and a half months prior to the publication.**

## Ad Sizes

UNIT SIZE	(Width x Depth)	1x	3x	6x
Back: w/ Bleed	8-5/8" x 11-1/8"	\$1,600	\$1,490	\$1,400
Inside: Front w/ Bleed	8-5/8" x 11-1/8"	\$1,450	\$1,350	\$1,260
Inside: Back w/ Bleed	8-5/8" x 11-1/8"	\$1,400	\$1,310	\$1,220
Full Page w/ Bleed	8-5/8" x 11-1/8"	\$1,350	\$1,260	\$1,170
1/2 Page Horizontal	7-7/8" x 5"	\$825	\$770	\$715
1/3 Page Horizontal	7-7/8" x 3-3/8"	\$650	\$610	\$570
1/4 Page Vertical	3-7/8" x 5"	\$500	\$465	\$440
1/8 Page Horizontal	3-7/8" x 2-3/8"	\$375	\$365	\$350

Magazine Trim Size: 8-3/8" x 10-7/8"

Bleeds must extend 1/8" beyond trim lines

A 1/2" margin should be maintained between the trim and live-matter on Full Page and Two-Page Spread ads that bleed.