

GEORGIA NEIGHBORS

AGRICULTURE + LIFESTYLE

GEORGIA NEIGHBORS 2022 RATE CARD

Georgia Farm Bureau is the premier voice for agriculture in Georgia. We work earnestly to support a safe and abundant food supply that not only feeds Georgians, but the growing world as well. Georgia Neighbors Magazine is a nod to that genuine sentiment – it's an opportunity to discover the people, the places and the impact of ag in our great state.

Created in 1996, Georgia Neighbors is published by the Georgia Farm Bureau Federation and reaches almost 370,000 Georgians. Readership consists not only of member families, however individuals across the entire state. Georgia Neighbors embodies Agriculture + Lifestyle, telling the stories of the state's leading industry.

2021—2022 DEADLINES

Space Reservation: **Dec. 1, 2021 (Spring), June 8, 2022 (Fall)**

Materials Due: **Dec. 15, 2021 (Spring), June 22, 2022 (Fall)**

Estimated Distribution Date: **Mar. 23, 2022 (Spring), Sept. 21, 2022 (Fall)**

Magazines are usually mailed within two weeks of the print date; this is not a guaranteed date.

DISPLAY ADVERTISING ONLY

Rate includes four color process.

Back Cover Page (6.625x9.875).....**\$4,829 (14.63 CPM)**

Full Page (7.125x9.625).....**\$4,389 (13.3 CPM)**

2/3 Page (4.7x9.625).....**\$3,377 (10.23 CPM)**

Half Page (7.125x4.6875).....**\$2,926 (8.87 CPM)**

1/3 Page (2.275x9.275).....**\$1,425 (4.31 CPM)**

1/6 Page (2.275x4.6875).....**\$990 (3 CPM)**

Classified advertising is not available. The smallest ad available is a 1/6-page ad.

DISCOUNTS

2 Times.....**10%**

COMMISSION

15 percent recognized agency commission for camera-ready copy only.

MECHANICAL REQUIREMENTS

Magazine Stock: Text: 80 lb. 88 bright Satin Text, white.

Product Size: 8.375" x 10.875" (Portrait)

Image Area Size: 7.125" x 9.625" (Full page bleeds available)

Digital Submissions: Macintosh platform, Adobe InDesignCS6 with supporting files in Adobe Photoshop and/or Adobe Illustrator, color files saved as CMYK eps or tiff.

Postscript fonts preferred; ads submitted with True Type fonts may not print properly.

FOR ADVERTISING INFORMATION

Wendy McFarland at 334-652-9080 or McFarlandAdvantage@Gmail.com

