



# NEVADA FARM BUREAU Agriculture & Livestock Journal

[www.nvfb.org](http://www.nvfb.org)

## General Information

Nevada Farm Bureau's *Agriculture & Livestock Journal* is a monthly publication sent to Nevada Farm Bureau Farmer and Rancher members. The publication contains news, features and editorials of interest to the state's farm and ranch families. The publication uses magazine format with a page size of 8 1/2 in. x 10 1/2 in.

## Circulation

The *Agriculture & Livestock Journal* will reach 1,300 plus farmer and ranching families throughout Nevada.

## Ad Rates (Effective 1/1/2010)

|           | 1 time rate | 3 time rate | 6 time rate | 12 time rate |
|-----------|-------------|-------------|-------------|--------------|
| Full Page | \$400.00    | \$350.00    | \$325.00    | \$300.00     |
| 2/3 Page  | \$272.00    | \$238.00    | \$221.00    | \$204.00     |
| Half Page | \$192.00    | \$168.00    | \$156.00    | \$144.00     |
| 1/3 Page  | \$136.00    | \$119.00    | \$110.50    | \$102.00     |

Color Rates: Add \$80 to rate from above.

Special Position Rates: Add 25% for back cover.

## Ad Sizes

Full Page Ad Size: 7 1/2 in. x 10 3/4 in.

2/3 Page Ad Size: 4 in. x 8 1/2 in. or 6 in. x 5 1/2 in.

Half Page Ad Size: 6 3/8 in x 4 1/4 in.

1/3 Page Ad Size: 2 in. x 8 1/2 in. or 6 in x 2 3/4 in

Commission: 15% to recognized advertising agencies

## Ad Deadlines

The *Agriculture & Livestock Journal* is generally mailed to our members by the **7th of the month**. **Artwork is due by the 1st of the month** in which the ad is to run. **Space deadline is the 15th** of the month prior to the month the ad is going to run.

## Contact

If you wish to advertise in the *Agriculture & Livestock Journal* contact:

Zach Allen, Communications Director

[zacha@nvfb.org](mailto:zacha@nvfb.org)

(775) 647-4000



# NEVADA FARM BUREAU

## Country Politan

[www.nvfb.org](http://www.nvfb.org)

### General Information

Nevada Farm Bureau's *Country Politan* is a quarterly publication sent to Nevada Farm Bureau Associate members. The publication contains news, features and editorials of interest to the state's non-farming and ranch families. The publication uses magazine format with a page size of 8 1/2 in. x 10 1/2 in.

### Circulation

The *Country Politan* will reach 18,000 plus member families throughout Nevada.

### Ad Rates (Effective 1/1/2010)

|           | 1 time rate | 3 time rate | 6 time rate | 12 time rate |
|-----------|-------------|-------------|-------------|--------------|
| Full Page | \$400.00    | \$350.00    | \$325.00    | \$300.00     |
| 2/3 Page  | \$272.00    | \$238.00    | \$221.00    | \$204.00     |
| Half Page | \$192.00    | \$168.00    | \$156.00    | \$144.00     |
| 1/3 Page  | \$136.00    | \$119.00    | \$110.50    | \$102.00     |

Color Rates: Add \$80 to rate from above.

Special Position Rates: Add 25% for back cover.

### Publication Schedule

*(Subject to Change)*

### Ad Sizes

Full Page Ad Size: 7 1/2 in. x 10 3/4 in.

2/3 Page Ad Size: 4 in. x 8 1/2 in. or 6 in. x 5 1/2 in.

Half Page Ad Size: 6 3/8 in x 4 1/4 in.

1/3 Page Ad Size: 2 in. x 8 1/2 in. or 6 in x 2 3/4 in

Commission: 15% to recognized advertising agencies

Winter Edition: January

Spring Edition: April

Summer: July

Fall: October

### Ad Deadlines

The *Country Politan* is generally mailed to our members by the **15th of the month**. **Artwork is due by the 1st of the month** in which the ad is to run. **Space deadline is the 15th** of the month prior to the month the ad is going to run.

### Contact

If you wish to advertise in the *Country Politan* contact:

Zach Allen, Communications Director

[zacha@nvfb.org](mailto:zacha@nvfb.org)

(775) 647-4000