

Massachusetts Farm Bureau Federation

2024 Rate Card for Display & Classified Ads

News & Views is published four times a year by the Massachusetts Farm Bureau. This full-color publication is distributed by mail and email to our 3,000 members across the Commonwealth. If you are involved in Massachusetts agriculture, you'll won't want to miss this opportunity to advertise in **News & Views**.

News & Views accepts outside advertising—both display and classified—provided the ads are received prior to publication deadlines and adequate space is available.

To place a display ad, please see the rates and ad specifications on the next page. Classified ads are also accepted.

Current MFBF members can place ads with the first 20 words costing \$18 total and every word thereafter \$0.60 per word. If you are not an MFBF member, your classified ad will cost \$25 for the first 20 words and every word thereafter \$1.00 per word.

SCENES FROM
AFBF'S 2024
CONVENTION
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GREG FINN
SCHOLARSHIP
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MASSACHUSETTS FARM BUREAU FEDERATION'S

NEWS & VIEWS

www.MFBF.net

Governor Healey & Lieutenant Governor Driscoll File \$56.1 Billion Fiscal Year 2025 Budget

The Healey-Driscoll Administration filed its Fiscal Year 2025 (FY25) budget recommendation, a \$56.1 billion plan that responsibly controls spending growth while investing in education, infrastructure and housing to make Massachusetts more affordable and improve quality of life.

"Our Fiscal Year 2025 budget proposal is balanced, responsible and forward-looking. It protects

taxpayer dollars while also making crucial investments to lower costs for people and improve quality of life," said Governor Maura Healey. "Together, we can make child care more affordable and accessible for families, ensure every student is receiving a high-quality education, and improve our public transportation, roads and bridges. We thank the Legislature for their consideration of our proposal and look forward to our partnership throughout the budget process."

"As a former mayor, and someone who has traveled around the state listening to our local officials, I'm proud of the way that this budget proposal responds to local needs," said Lieutenant Governor Kim Driscoll. "We're fully funding the Student Opportunity Act to make sure our K-12 schools have equitable access to the resources their students and educators need. We're also increasing the amount of local aid going to cities and towns and boosting Chapter

90 funding to improve roads and bridges, particularly in rural communities."

This budget, filed as House 2, fully funds the fourth year of the Student Opportunity Act, increases local aid, and pays for the next phase in of the historic tax cuts enacted last year that will begin delivering savings to Massachusetts residents this Spring.

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**Mark Your Calendars:
Ag Day At The Statehouse Is April 3!**

Massachusetts Farm Bureau Federation
249 Lakeside Ave, Marlborough, MA 01752
CHANGE SERVICE REQUESTED

Presorted Standard
US Postage
PAID
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Manchester, NH

**BRINGING NEWS TO MASSACHUSETTS
FARM BUREAU FEDERATION FAMILIES.**
The Voice of Agriculture in the Commonwealth.

To advertise with us, please mail your ad and payment to:

Massachusetts Farm Bureau Federation
249 Lakeside Avenue
Marlborough, MA 01752

Ads may also be emailed to info@mfbf.net

PLEASE NOTE: Your payment must be made before your ad will be printed (check or credit card). Additionally, MFBF reserves the right to not accept any advertising that the organization deems unsuitable for its literature for any reason.

Full Color Advertising Rates for MFBF Members:

Ad Size	Price Per Issue
2-Page Spread	\$1,800.00
Full Page	\$1,100.00
Half Page	\$750.00
Quarter Page	\$475.00
Eighth Page	\$325.00

Full Color Advertising Rates for Non-MFBF Members:

Ad Size	Price Per Issue
2-Page Spread	\$2,000.00
Full Page	\$1,350.00
Half Page	\$900.00
Quarter Page	\$525.00
Eighth Page	\$360.00

Ad Sizes & Specifications:

Full Page	11" x 17"
Half Page	5.5" x 8.5" <u>or</u> 11" x 8.5"
Quarter Page	4.5" x 5.5"
Eighth Page	3.5" x 4.5"

Artwork:

All art should be CMYK (not RGB). Rasterized ads should be set at 600. Text or line art scans should be set at 600. Halftones/photos should be at 300 dpi. If not available, it must be no lower than 170 dpi.

Supported Applications:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat

Composition & Ad Design:

All ads should be printer-ready when submitted to MFBF. No alterations will be made by MFBF staff. For more information, please contact:

Massachusetts Farm Bureau Federation
249 Lakeside Avenue
Marlborough, MA 01752
508-481-4766
info@mfbf.net

