



Massachusetts Farm Bureau Federation's 2023/2024 Rate Card For *News and Views*

News and Views is published six times a year by Massachusetts Farm Bureau staff. This full color publication is distributed by mail and email to our nearly 6,000-member families across the Commonwealth. If you are involved in Massachusetts agriculture, you can't miss this opportunity to advertise in *News and Views*.

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

To place a display ad, please see the current rate card included in this packet for ad specifications and publication deadlines.

Classified ads are also accepted. Current MFBF members can run ads with the first 20 words costing \$18 total and every word thereafter costing \$0.60 per word. If you are not a MFBF member, your classified ad will run at \$25 for the first 20 words and every word thereafter costing \$1.00 per word.

If you wish to place a classified ad, please mail your ad and payment to:

**Massachusetts Farm Bureau Federation
249 Lakeside Ave
Marlborough, MA 01752**

Or...email it to info@mfbf.net.

Please note: Your payment must be made before your ad will be printed. 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 – MFBF Members

Ad Size	Price Per Issue
2 Page Spread	\$1,800.00
Full Page	\$1100
Half Page	\$750
Quarter Page	\$475.00
Eighth Page	\$325.00

Full Color Advertising Rates – Non-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 done by MFBF staff.

Shipping Instructions

All advertising materials should be shipped to:

Massachusetts Farm Bureau Federation
249 Lakeside Ave
Marlborough, MA 01752
Phone: 508-481-4766

Ads may be emailed to: info@mfbf.net

For more information, please contact:

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249 Lakeside Avenue
Marlborough, MA 01752
508-481-4766
email: info@mfbf.net