



RETAIL ADVERTISING RATE CARD

Published the first of each month

Display Rates

Tulare County Farm Bureau
 Patricia Stever Blattler- Executive Director
 P.O. Box 748
 737 N. Ben Maddox Way
 Visalia, CA 93279
 (559) 732-8301 FAX (559) 732-7029

3200 paid copies to Farm Bureau members and business people throughout Tulare County.

Mechanical Specifications

Page width 10 1/8 inches, 4 columns
 Page depth 16 inches
 Full page 64 column inches
 Double truck 21 1/4 inches wide by 16 inches deep,
 128 column inches
 Halftone screen 85 line

COLUMN WIDTHS: PICAS • INCHES

1	14.5	2-3/8
2	30.0	5
3	45.5	7-9/16
4	61.0	10-1/8
Double Truck	129.0	21-1/4

Color Rates

Quarter page or less = \$40
 Larger than quarter, up to half page = \$80
 Larger than half page = \$160

Pre-Printed Insert Rates

Inserts \$110 per thousand
Inserts must not exceed 8.5" x 11" in size and can not exceed four pages. No postal permit may appear on insert. Must insert all pieces.
 Printing and design services available.
 Discount available if we also print your insert.

Closing Times 15th of prior month
 The publisher reserves the right to raise rates on 30 days written notice to contract advertisers.

At Your Service Directory Ad
3 1/4" wide by 2" tall for 12 months
 Business Support Member rate = \$50 per month
 Non Business Support Member rate = \$58 per month

Modular Ad Size	Columns x Inches	Open Rate 1 Time	Contract Rates	
			6 times/year	12 times/year
1/32 Pg	1X2 • 2X1	\$ 43	\$ 35	\$ 30
1/16 Pg	1X4 • 2X2	\$ 85	\$ 70	\$ 57
3/32 Pg	1X6 • 2X3	\$ 128	\$ 105	\$ 86
1/8 Pg	1X7.75 • 2X4	\$ 168	\$ 150	\$ 115
3/16 Pg	1X12 • 2X6 • 3X4	\$ 251	\$ 208	\$ 171
1/4 Pg	1X16 • 2X7.75 • 4X4	\$ 334	\$ 278	\$ 230
9/32 Pg	2X9 • 3X6	\$ 375	\$ 313	\$ 259
5/16 Pg	2X10 • 4X5	\$ 419	\$ 348	\$ 286
3/8 Pg	2X12 • 3X7.75 • 4X6	\$ 501	\$ 417	\$ 344
15/32 Pg	3X10	\$ 626	\$ 521	\$ 430
1/2 Pg	2X16 • 4X7.75	\$ 668	\$ 557	\$ 459
9/16 Pg	3X12 • 4X9	\$ 752	\$ 626	\$ 516
5/8 Pg	4X10	\$ 835	\$ 696	\$ 574
3/4 Pg	3X16 • 4X12	\$1,000	\$ 889	\$ 688
7/8 Pg	4X14	\$1,167	\$ 974	\$ 803
Full Pg	4X16	\$1,334	\$1,112	\$ 918
Dbl Trk	8X16	\$2,660	\$2,225	\$1,834

For Farm Bureau Members Business Support Display Rate

Modular Ad Size	Columns x Inches	Open Rate 1 Time	Contract Rates	
			6 times/year	12 times/year
1/32 Pg	1X2 • 2X1	\$ 37	\$ 30	\$ 25
1/16 Pg	1X4 • 2X2	\$ 74	\$ 61	\$ 49
3/32 Pg	1X6 • 2X3	\$ 110	\$ 91	\$ 75
1/8 Pg	1X7.75 • 2X4	\$ 146	\$ 130	\$ 100
3/16 Pg	1X12 • 2X6 • 3X4	\$ 218	\$ 181	\$ 149
1/4 Pg	1X16 • 2X7.75 • 4X4	\$ 290	\$ 242	\$ 200
9/32 Pg	2X9 • 3X6	\$ 326	\$ 272	\$ 225
5/16 Pg	2X10 • 4X5	\$ 364	\$ 303	\$ 249
3/8 Pg	2X12 • 3X7.75 • 4X6	\$ 436	\$ 363	\$ 299
15/32 Pg	3X10	\$ 544	\$ 453	\$ 374
1/2 Pg	2X16 • 4X7.75	\$ 581	\$ 484	\$ 399
9/16 Pg	3X12 • 4X9	\$ 654	\$ 544	\$ 449
5/8 Pg	4X10	\$ 726	\$ 605	\$ 499
3/4 Pg	3X16 • 4X12	\$ 870	\$ 773	\$ 598
7/8 Pg	4X14	\$1,015	\$ 847	\$ 698
Full Pg	4X16	\$1,160	\$ 967	\$ 798
Dbl Trk	8X16	\$2,313	\$1,935	\$1,595



559-732-5030
P.O. Box 7173, Visalia, CA 93290