

farm focus 2020

AD	SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES	COLOR
Full Page	10.25" x 16"	\$1,555.00	\$1,400.00	\$1,325.00	\$1,250.00	\$450
2/3 page	7.65" x 8.96"	\$865.00	\$785.00	\$735.00	\$695.00	\$450
1/2 page (ver.)	5.04" x 12"					
1/2 page (hor.)	10.25" x 6"	\$775.00	\$705.00	\$660.00	\$630.00	\$450
1/4 page (ver.)	2.43" x 12"					
1/4 page (hor.)	10.25" x 3"					
1/4 page (sq.)	5.04" x 6"	\$390.00	\$345.00	\$330.00	\$315.00	\$250
1/8 page (ver.)	2.43" x 6"					
1/8 page (hor.)	5.04" x 3"	\$195.00	\$175.00	\$165.00	\$160.00	\$250
1/2 banner	4.75" x 1.5"	\$545.00	\$545.00	\$545.00	\$545.00	Included
Ear Lug (inside)	2.5" x 1.5"	\$375.00	\$375.00	\$375.00	\$375.00	Included
Ear Lug (front cover)	2.5" x 1.5"	\$450.00	\$450.00	\$450.00	\$450.00	Included
Buyers Guide Box	1.5" x 1"	\$720 <small>(12 issues)</small>	—	—	—	—

INNOVATIVE DIRECT MARKETING OPPORTUNITIES

Ask about focused marketing opportunities available throughout the business year:

USED EQUIPMENT FEATURE: 1/4 page \$250; 1/2 page \$500; full page \$1,000. No colour available.

CLASSIFIED ADS: start at \$40 for 20 words in a 1 x 20 line box, each additional word \$1.00 No colour available.

Buyers Guide BOX Ad: Minimum ONE YEAR. Total annual cost is \$60/issue = \$720

PARTICULARS – Rates quoted are for print-ready ads

Frequency discounts: These discounts are based on confirmed advertising plans, with all ads booked at one time. Prices will be prorated and invoiced in the event of the cancellation of a plan.

Position: When possible, position requests (1/3 page or larger) will be accommodated. A 25 percent premium applies.

Composition: DvL Publishing will provide design and production service if required. Rate for this service is \$50 per hour.

Terms: Payment due upon receipt unless prior arrangements have been made.

Requirements: 300 dots per inch for half-tones, 600 dots per inch for line art. Photocopies and laser reproductions of half-tones are not acceptable for printing. Ads supplied on disk must be Mac format. All screen and postscript fonts used, either for text or graphics, must be included on the disk. Do not use True Type fonts. Do not use RGB or Index colors. All ads supplied on disk must be accompanied by a laser-printed composite proof. Blacks must be 100%, do not use registration black.

The Publisher reserves the right to reject any advertising at any time. All advertising is accepted and published by DvL Publishing on the representation that the advertiser is authorized to publish the content and subject matter. It is understood that the advertiser retains sole responsibility for any loss or liability resulting from any claims or suits that may arise out of publication of such advertisement.

2020 DEADLINE SCHEDULE

Issue	Ad deadline	Material deadline	Mail Date
FF January 2020	16-Dec	02-Jan	10-Jan
FF February	13-Jan	23-Jan	31-Jan
FF March	17-Feb	20-Feb	28-Feb
FF April	09-Mar	19-Mar	27-Mar
FF May	14-Apr	23-Apr	01-May
FF June	12-May	21-May	29-May
FF July	08-Jun	18-Jun	26-Jun
FF August	14-Jul	23-Jul	31-Jul
FF September	11-Aug	20-Aug	28-Aug
FF October	14-Sep	24-Sep	02-Oct
FF Nov	13-Oct	22-Oct	30-Oct
FF Dec	09-Nov	19-Nov	27-Nov
FF January 2021	14-Dec	23-Dec	08-Jan



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