

VIRGINIA FARM BUREAU NEWS and CULTIVATE

2014 Certificate of Contract

» Advertisements received without a contract will not be accepted.

I have read and understand the advertising guidelines, terms and conditions. I also understand that this agreement is a binding contract and that I am legally obligated to satisfy all monetary requirements. Interest will be charged on all balances past 30 days. Cancellations are due on or before ad deadline date. Advertisers cancelling ads after ad deadline will be charged full price.



» Rates per Issue

Same rates apply to four-color and black-and-white advertisements

Please note: Agency commission and cash discounts are not available at this time

Please check the appropriate box(es) for each month in which you would like to advertise.

| Maximum Size In inches | Virginia Farm Bureau News Producer members | Issue Months (6 issues) | Cultivate Associate members | Issue Months (4 issues) |
|---|--|--|--------------------------------|---|
| Outside back page 6" wide x 10.375" high (6" wide x 10-3/8" high) | \$1,179 (net) per issue | <input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct | \$2,789 (net) per issue | <input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec. |
| Two page spread BLEED: 17" wide x 11" high NO BLEED: 15.75" wide x 9.75" high | \$2,050 (net) per issue | <input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct | \$4,852 (net) per issue | <input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec. |
| Full page BLEED: 8.5" wide x 11" high (8-1/2" wide x 11" high) NO BLEED: 7.5" wide x 9.75" high (7½" wide x 9¾" high) | \$1,025 (net) per issue | <input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct | \$2,426 (net) per issue | <input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec. |
| Half page HORIZONTAL: 7.5" wide by 4.8125" high (7-1/2" wide x 4-13/16" high) VERTICAL: 3.6875" wide by 9.75" high (3-11/16" wide x 9-3/4" high) | \$580 (net) per issue | <input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct | \$1,548 (net) per issue | <input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec. |
| Quarter page 3.6875" wide by 4.8125" high (3-11/16" wide x 4-13/16" high) | \$375 (net) per issue | <input type="checkbox"/> Jan <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> Sept./Oct | \$1,037 (net) per issue | <input type="checkbox"/> Feb <input type="checkbox"/> April <input type="checkbox"/> July <input type="checkbox"/> Nov./Dec. |

» Please Accept our payment with the ad Bill us accordingly

Signed (Advertiser) _____ Date _____

Name (please print) _____

Title _____ Company/Organization _____

Email _____ Phone _____ Fax _____

Address _____

City _____ State _____ ZIP _____

Please sign and return Page 1 to: Cathy Vanderhoff, Advertising Coordinator, Virginia Farm Bureau Federation, Communications Department, 12580 West Creek Parkway, Richmond, VA 23238 or fax to 804-290-1096.

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» All submitted advertisements

- MUST be received no later than the ad deadline indicated in the Certificate of Contract
- MUST NOT exceed the dimensions specified in the rates chart

» All digital format advertisements

- Must be received on a CD or via email as a high-res, press quality (4/C) .PDF (no .JPGs).
- A hard copy must be provided to ensure accuracy.
- We can only accept .PDFs that meet our printer's specs. Please call for details before submitting a PDF.
- Color must be submitted in CMYK.
- Color or grayscale 133 lpi minimum, 300 dpi minimum.
- Line art 500 dpi minimum (800 dpi preferred).
- Fonts must be Mac format Postscript fonts (no True Type or PC fonts) or outlined.
- Both screen and printer fonts must be included, if not outlined.
- The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after ad deadline dates.

» Please note:

- Advertisers may not cancel orders for, or make changes in, advertising after ad deadline.
- Specific placement may be requested but is not guaranteed.
- Digital ads that do not comply with the above guidelines will be returned.
- Advertisements that exceed specified size limits will be returned.
- Color proofing of digitally formatted ads is the sole responsibility of the advertiser.
- Virginia Farm Bureau Federation (otherwise referred to as publisher) reserves the right to reject ads, including ads that represent a business in competition with the Virginia Farm Bureau Federation or Virginia Farm Bureau Mutual Insurance Co. and their affiliated companies and organizations.
- All advertisements are accepted for publication with the assumption that the advertiser is properly authorized to publish the entire contents of that ad.
- It is understood that the publisher cannot be held responsible for any claims or suits based on the advertisements placed. The advertiser assumes all legal responsibility.
- In the event of an error on our part involving your ad, the publisher assumes no liability beyond the cost of the ad and may apply credit for that ad space to the advertiser.
- The publisher maintains the right to cancel advertising for non-payment or reader complaints about services or products.
- It is agreed by the publisher (Virginia Farm Bureau Federation) and advertiser or their representative that legal proceedings will be held in the commonwealth of Virginia.
- Our rates are not based on circulation but rather a flat fee since the magazines' postage rates are based on news and advertising ratio.

If you have further questions, please contact Cathy Vanderhoff, Advertising Coordinator, Virginia Farm Bureau Federation, Communications Department, at 804-290-1138 or cvand@vafb.com; 804-290-1096, fax.



VIRGINIA FARM BUREAU NEWS

- 4-color magazine
- 32 pages
- Dimensions: 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "
- 6 issues for 2014
- Received by producer members (farmers)
- Mailed to approximately 35,400 to 36,600 member households in 2013



CULTIVATE

- 4-color magazine
- 32 pages
- Dimensions: 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "
- 4 issues for 2014
- Received by associate members (non-farmers)
- Mailed to approximately 79,000 to 94,700 member households in 2013



Virginia Farm Bureau is a nonprofit membership organization, and our magazines are mailed at the periodicals nonprofit rate. Our circulation fluctuates during the first part of the year, as January is renewal month for most members.

VIRGINIA FARM BUREAU NEWS and CULTIVATE

| Issue | Producer Members | Associate Members | Ad Deadline | Estimated Drop Date* |
|-------------------|--------------------------------|---------------------------------|-------------|----------------------|
| January | VIRGINIA FARM BUREAU NEWS | No mailing to Associate members | Nov. 18 | Jan. 3 |
| February | No mailing to Producer members | CULTIVATE | Dec. 20 | Feb. 4 |
| March | VIRGINIA FARM BUREAU NEWS | No mailing to Associate members | Jan. 22 | March 4 |
| April | No mailing to Producer members | CULTIVATE | Feb. 20 | April 3 |
| May | VIRGINIA FARM BUREAU NEWS | No mailing to Associate members | March 20 | May 2 |
| June | VIRGINIA FARM BUREAU NEWS | No mailing to Associate members | April 18 | June 3 |
| July | No mailing to Producer members | CULTIVATE | May 16 | July 2 |
| August | VIRGINIA FARM BUREAU NEWS | No mailing to Associate members | June 20 | Aug. 1 |
| September/October | VIRGINIA FARM BUREAU NEWS | No mailing to Associate members | July 18 | Sept. 3 |
| November/December | No mailing to Producer members | CULTIVATE | Sept. 19 | Nov. 12 |

* Drop dates are approximate and may change without notice.