



AD RATES

BFBLN Local Food Guide: Spring 2019– Spring 2020

Contact:

Skylar Falter

BFBLN Coordinator

402-472-5273,

sfalter@unl.edu

Become a BFBL Member or Sponsor

You can register as a Buy Fresh Buy Local member at

food.unl.edu/bfbln-membership

Print Quantity/Distribution

8,000

Paper Size

Finished Page Size: 8" w x 10 1/4" h

No Bleed

Color

24-page self cover

4-Color Process on pages OFC and OBC

16 pages 4C

Digital Material Requirements

All artwork produced by an advertiser or an agency must be provided in electronic format. Ads may be submitted via email, CD or DVD. High-resolution, press-ready PDF is preferred. Client will receive a digital proof via email prior to print.

Resolution and Image Formats

All placed images (TIFF, JPEG, EPS formats), Photoshop files or PDFs must be at least 300 DPI.

Acceptable Program Files

InDesign

Photoshop

Illustrator

High-resolution, press-ready PDF files

Ad Proofs

Advertiser is responsible for approving digital proofs or requesting specific changes. Ads approved are considered final. Buy Fresh Buy Local and the designer/printer are not responsible for errors missed by advertiser in proofing process. Color of digital proofs provided are not exact and may vary upon production.

Artwork Rates

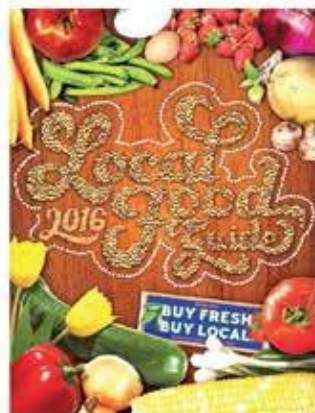
Please contact Skylar if you need an ad designed. The agency can provide design services at an hourly rate.

Payments

Payment is required in full prior to final ad placement. Payment must be received no later than March 2, 2018. Please go online to make payment.

Send Artwork to

Email Skylar at sfalter@unl.edu to coordinate the sending of artwork.



2016 cover

Dimensions and Ad Space Rate-BFBLN Members

Ad Size/Color	Width	Height	Rate
1/8 page, full color	3.375"	2.25"	\$200
1/4 page, full color	3.375"	4.5"	\$325
1/2 page, full color, horizontal	7"	4.5"	\$650
Full page, full color	8"	10.375"	\$1,000
Full page, IFC, full color	8"	10.375"	\$1,200
Full page, IBC, full color	8"	10.375"	\$1,200
Full page, OBC, full color	8"	10.375"	\$1,500

Dimensions and Ad Space Rate-Non-BFBLN Members

Your business doesn't fit the criteria, but you support BFBLN, the local food movement and family farmers.

Ad Size/Color	Width	Height	Rate
1/8 page, full color	3.375"	2.25"	\$525
1/4 page, full color	3.375"	4.5"	\$650
1/2 page, full color, horizontal	7"	4.5"	\$975
Full page, full color	8"	10.375"	\$1,325
Full page, IFC, full color	8"	10.375"	\$1,525
Full page, IBC, full color	8"	10.375"	\$1,525
Full page, OBC, full color	8"	10.375"	\$1,825

OBC, full color 7 x 9.5	ALL INSIDE full pg 7 x 9.5
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1/2 pg, horizontal 7 x 4.5	1/4 pg 3.375 x 4.5
	1/8 pg 3.375 x 2.25

Buy Fresh Buy Local has the right to hold the advertiser and/or its agency jointly liable for amounts due and payments for advertising space and artwork contracted and for any associated collection fees incurred by the publisher.

All contracts received and duly acknowledged are non-cancellable.