



# AD RATES

## BFBLN Local Food Guide: Spring 2017– Spring 2018

### Contact:

**Lauren Kolojchick-Kotch**

Coordinator BFBLN

402-472-5273, lkolojchick-kotc2@unl.edu

### Become a BFBL Member

You can register as a Buy Fresh Buy Local member at [food.unl.edu/bfbln-membership](http://food.unl.edu/bfbln-membership)

### Print Quantity/Distribution

10,000

### 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 Aradius Group 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 Aradius Group 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 3, 2017. Please go online to make payment.

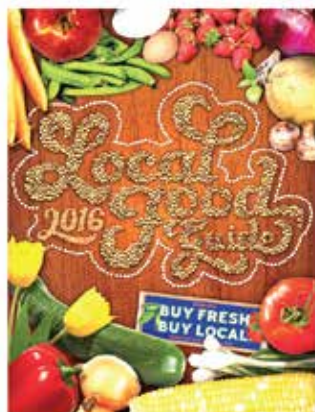
### Send Artwork to

Scott Shaner, [sshaner@aradiusgroup.com](mailto:sshaner@aradiusgroup.com)

815 'O' Street, Suite 3

Lincoln, NE 68508

For ad submission/artwork questions call 402.475.3322.



2016 cover

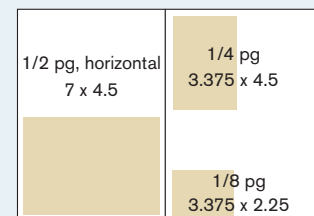
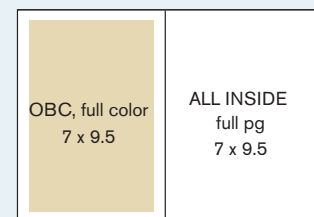
### Dimensions and Ad Space Rate–BFBLN Members

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 and 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



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.