AD RATES

Nebraska Food Guide

Last updated: Dec 2020

Contact:
Skylar Falter
BFBLN Coordinator
402-472-5273,
buylocalnebraska@unl.edu

Grow Local Foods - Become a BFBL Member or Sponsor!
You can register as a Buy Fresh Buy Local member at
http://buylocalnebraska.org/bfbln-membership

Print Quantity/Distribution
8,000-10,000 print copies
5,000 digital reads w/ clickable links

Paper Size
Finished Page Size: 8" w x 10 1/4" h
No Bleed

Color
32-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 January 31 of each year. Please go online to make payment.

Send Artwork to
Email buylocalnebraska@unl.edu to
coordinate the sending of artwork.

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Dimensions and Ad Space Rate-BFBLN Members

<table>
<thead>
<tr>
<th>Ad Size/Color</th>
<th>Width</th>
<th>Height</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page, full color</td>
<td>3.375&quot;</td>
<td>2.25&quot;</td>
<td>$200</td>
</tr>
<tr>
<td>1/4 page, full color</td>
<td>3.375&quot;</td>
<td>4.5&quot;</td>
<td>$325</td>
</tr>
<tr>
<td>1/2 page, full color, horizontal</td>
<td>7&quot;</td>
<td>4.5&quot;</td>
<td>$650</td>
</tr>
<tr>
<td>Full page, full color</td>
<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,000</td>
</tr>
<tr>
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<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,200</td>
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<tr>
<td>Full page, IBC, full color</td>
<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,200</td>
</tr>
<tr>
<td>Full page, OBC, full color</td>
<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,500</td>
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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.

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</thead>
<tbody>
<tr>
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<td>3.375&quot;</td>
<td>2.25&quot;</td>
<td>$525</td>
</tr>
<tr>
<td>1/4 page, full color</td>
<td>3.375&quot;</td>
<td>4.5&quot;</td>
<td>$650</td>
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<td>1/2 page, full color, horizontal</td>
<td>7&quot;</td>
<td>4.5&quot;</td>
<td>$975</td>
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<tr>
<td>Full page, full color</td>
<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,325</td>
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<tr>
<td>Full page, IFC, full color</td>
<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,525</td>
</tr>
<tr>
<td>Full page, IBC, full color</td>
<td>8&quot;</td>
<td>10.375&quot;</td>
<td>$1,525</td>
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<tr>
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<td>10.375&quot;</td>
<td>$1,825</td>
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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-cancelable.