



Positively Pennsylvania guides readers to where they can find farms and businesses serving local food, showcases the efforts that go into food production and highlights the destinations that make Pennsylvania so unique. We are the only magazine that focuses on food and farming statewide.

Our readers have told us, through readership surveys, that they have an affinity for businesses that serve up local food and spirits.

Positively Pennsylvania regularly features farms that sell directly to consumers, businesses like restaurants, breweries, wineries and distilleries, recipes, gardening tips and travel destinations across the Commonwealth.

For More Information Contact:

Kimberly Flegal
 Advertising Coordinator
 717.731.3580
 klflegal@pfb.com

Advertising is open to members and non-members of the organization.

Members receive a **5 percent discount** on advertising.



Pennsylvania Farm Bureau
 P. O. Box 8736
 Camp Hill, PA 17001-8736

Positively Pennsylvania™

Advertising Rates

Reaching PA residents who benefit from and support agriculture and the rural lifestyle.

 **Pennsylvania Farm Bureau**
 Associate Member Publication



Positively Pennsylvania

is a full-color glossy magazine, printed six times a year by Pennsylvania Farm Bureau. It is sent to more than 30,000 of our members statewide, and to an additional 7,000 via electronic distribution.

Technical Requirements

Printing Process:

Web offset, semi-gloss stock. Final reproduction quality is contingent on the materials furnished. Due to the nature of web offset printing, color reproduction may vary from proofs and originals provided.

Ad Materials:

Electronic pdf or jpg files preferred. If ads are provided in pdf format, they may be adjusted to fit specifications of either publication. Resolution must be at least 300 dpi. Please contact our graphic production department at **717.731.3584** for more details.

Sizing:

A full page equals 28 column inches and measures 9 1/3 inches wide by 10 5/8 inches deep. The width of one column equals 14.5 picas or 2 3/8". Please see panel at left for specific sizing.

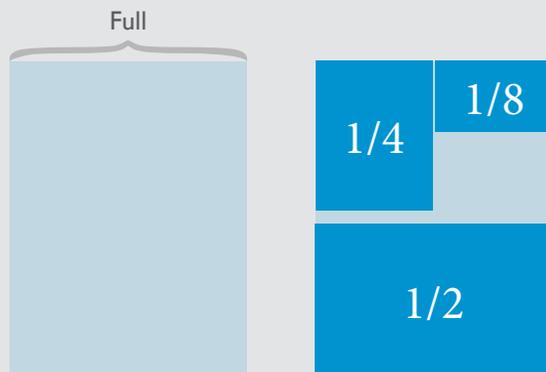
Production Charges:

We are able to offer assistance in preparing and altering ads. For additional work, there is a minimum \$25.00/hr layout fee. Simple conversion from color to grayscale ads will not be billed.

Positively Pennsylvania shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement has been accepted if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control. The advertiser and the agency, jointly and separately, will indemnify and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of contents of advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

Ad Page Size	Actual Size (WxH)	Col. Inches	Cost 1X
Full	7 1/8" x 9 1/2"	28	1120
1/2	7 1/8" x 4 5/8"	13 2/3	546
1/4	3 1/2" x 4 1/2"	9 1/3	373
1/8	3 1/2" x 2.125"	4 2/3	187

Inside front or inside back cover: \$1,288
 Actual size of finished publication: 8 1/8" x 10 5/8"
 Printed area: 7 1/8" wide x 9 1/3" high



Color is included in all prices.

Placement is at the discretion of the publisher. Premium placement will incur an upcharge of 15% and is subject to space availability.

Multiple Insertion Discounts Per Insertion Cost

Page Size	2x	3x	6x
Full	1,030	947	872
1/2	502	462	425
1/4	343	315	290
1/8	172	158	145

Rates are net. No agency discounts.

Positively Pennsylvania reserves the right to reject or cancel advertising which the publisher deems unacceptable, either because of objectionable material, artwork of inferior quality, inconsistency with Pennsylvania Farm Bureau's mission, vision and policy objectives, or existing non-compete agreements with current service providers or affiliate companies.