



Target Audience

Country Focus is the official publication for Pennsylvania Farm Bureau members engaged in agriculture.

Country Focus tracks and reports on state and national legislation issues affecting agriculture and rural communities. It also contains informative articles about the organization's activities and other agriculture-related events which are of special interest to farm families.

The Pennsylvania Farm Bureau (PFB) is a general farm and rural organization working to promote and represent the interests of farm and rural family members in Pennsylvania.

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

COUNTRY FOCUS

Advertising Rates

Reaching PA residents engaged in agriculture and agribusinesses Pennsylvania's leading industry.



Farming Member Publication



Pennsylvania Farm Bureau
**COUNTRY
FOCUS**

is a tabloid size newspaper, printed eleven times a year. It is the official publication for Pennsylvania Farm Bureau members engaged in agriculture.

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Actual size of finished publication: 11" w x 15" h

Advertising Policies

Ad Page Size	Actual Size (WxH)	Col. Inches	Cost-bw/color
Full	10.25" x 13.625"	54.5	832/943
1/2	10.25" x 6.75" landscape	27	447/557
1/4	5" x 6.75" portrait	13.5	243/353
1/8	5" x 3.25" landscape	6.75	124/234

Multiple Insertion Discounts			
Per Insertion Cost Add \$100 for color			
Page Size	3x	6x	8x
Full	799	765	735
1/2	429	411	379
1/4	233	223	207
1/8	119	114	106

Rates are net. No agency discounts.



Placement is at the discretion of the publisher. An advertiser may request a specific location in the publication, subject to space availability.

Bonus Ad Feature with 3 or more insertions:

With a commitment of 3 or more insertions, you will receive an e-advertisement in our bi-weekly e-newsletter, *Farm Bureau Express*, for the length of your commitment. This jpg format ad will measure approximately 600 pixels wide x 200 pixels deep. Advertisers may create this ad, or have it created by our staff. Permissible items for e-ads will be: text, logo, one photograph and one hyperlink per ad.

Country Focus 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.

Technical Requirements

Printing Process:

Web offset, 35# bright center and cover, 28# newspaper print inside. 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 files preferred. Resolution must be at least 300 dpi.

Sizing:

A full page equals 54.5 column inches and measures 10.25" w by 13.625" h. The width of one column equals 14.4 picas or 2.4 inches.

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.

Country Focus 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.