

Target Audience

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.**



Positively Pennsylvania is a full-color 8.5" x 11" glossy magazine, printed four times a year by Pennsylvania Farm Bureau. It is sent to our Friend of Farm Bureau members.

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Advertising Policies

Multiple Insertion Discounts Per Insertion Cost.

Ad Name	Size Width" x Height"	Bleed" included in size	Margin" Avoid text in this space	Crop Marks	Per Issue 1x	Per Issue for Full Year 4x
Full Page	8.75 x 11.25	.125 on all sides	.5	no	1,120	1,030
1/2	7.5 x 4.875	no	no	no	546	502
1/3	4.9167 x 4.875	no	no	no	398	362
Full Column	2.9583 x 11.25	.125 on top, right, bottom	.5	no	398	362
1/6 option A	2.3333 x 4.875	no	no	no	196	181
1/6 option B	4.9167 x 2.3125	no	no	no	196	181

Rates are net. No agency discounts. Color is included in all prices.

Technical Requirements:

Electronic pdf files preferred. Resolution must be at least 300 dpi.

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.

Placement:

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

Color Key

Safe space

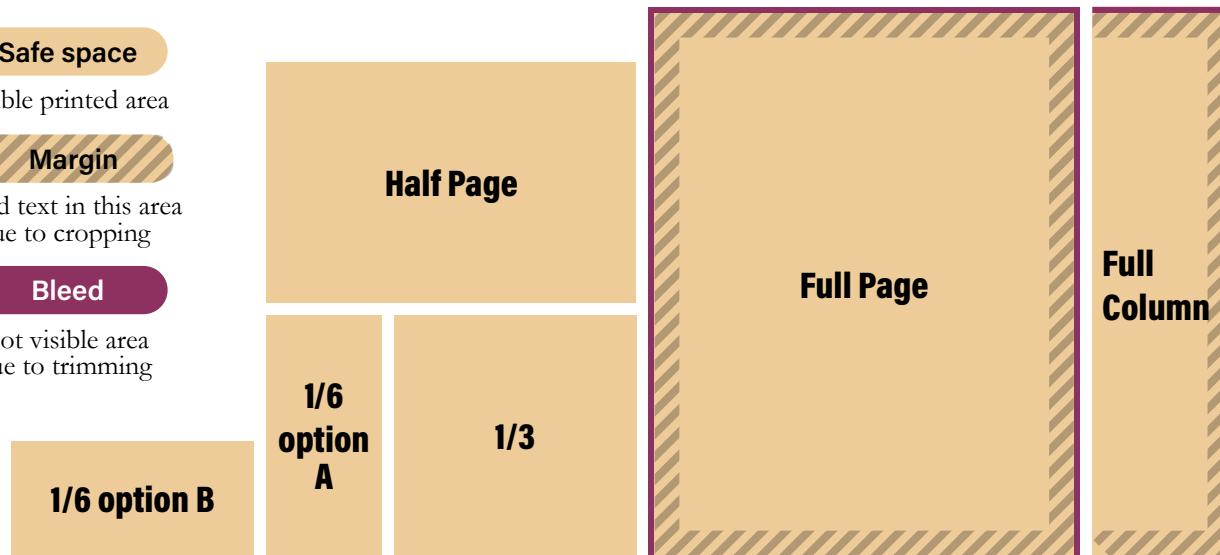
Visible printed area

Margin

Avoid text in this area due to cropping

Bleed

Not visible area due to trimming



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.

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.