



LOUISIANA FARM BUREAU NEWS

THE VOICE OF LOUISIANA AGRICULTURE

The Louisiana Farm Bureau News Reaches 160,000 Households

The *Louisiana Farm Bureau News* is an award-winning agricultural publication that reaches 160,000 farm, rural and urban households. It is published annually in mid-April. Circulation for the publication includes farmers, ranchers, feed and seed dealers, fertilizer and ag chemical suppliers, farm implement dealers, grain elevator operators and thousands of others in agriculture and its support services.

In comparison with regional editions of national farm publications, the *Louisiana Farm Bureau News* devotes 100 percent of its editorial content to the target market. If you're looking to target rural and farm markets, advertise in the *Louisiana Farm Bureau News*. Find out how you can make the *Louisiana Farm Bureau News* work for you; e-mail Valerie Foman at valeriefoman@gmail.com.



BLACK & WHITE ADS RATES SIZES (W X H)

Full Page	\$3,000	10.5" x 11"
Double Truck	\$3,500	22" x 11"
1/2 Page Double Truck	\$2,500	22" x 5.435"
Junior Page	\$2,650	7.84" x 11"
1/2 Page Vertical	\$1,975	5" x 11"
1/2 Page Horizontal	\$1,975	10.5" x 5.435"
1/4 Page	\$1,500	5" x 5.435"
1/8 Page Vertical	\$750	2.525" x 5.435"
1/8 Page Horizontal	\$750	5" x 2.68"

Classified ad rate is \$1 per word.

COLOR CHARGES

Color charges are \$275 for the first color and \$225 for each additional color. Four-color process is \$700.

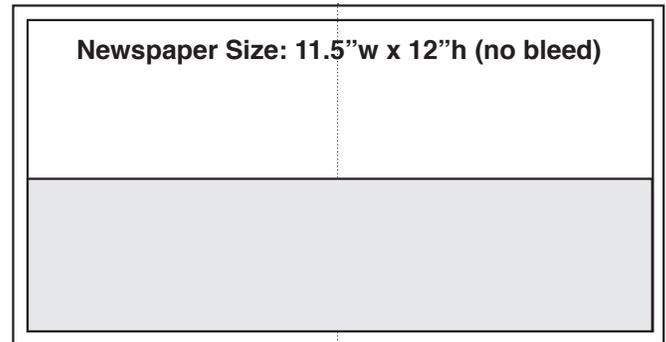
AD SUBMISSION INSTRUCTIONS

Electronic ad submission is required. High resolution PDFs preferred. E-mail ad copy and designs to Valerie Foman at valeriefoman@gmail.com

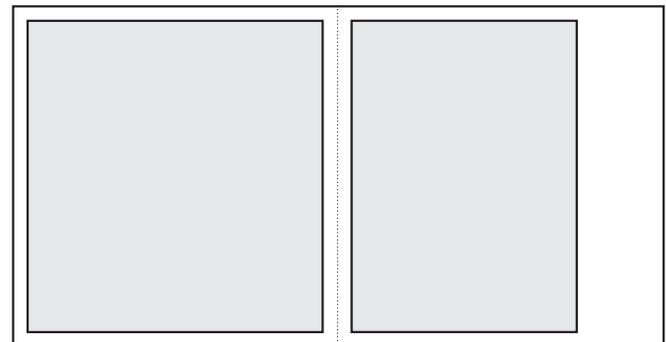
All advertisements should be submitted according to the production sizes listed. The word "advertisement" should appear above any ad that uses a news style. All ads should be placed no later than March 15. We do not accept political, cigarette or alcohol advertising.

PREPRINTED INSERTS

Preprinted inserts are \$250 per thousand and should be delivered to Baton Rouge Press, Inc. (2621 E. Perdue Dr., Baton Rouge, LA 70814) no later than 30 days before they are to appear. The size of the insert, open or folded, should be no larger than 10.5" x 5.5".

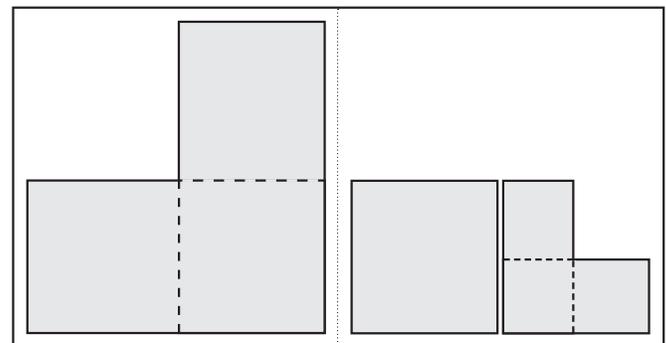


1/2 Page Double Truck



Full Page

Junior Page



1/2 Page Horizontal/Vertical

1/4 Page & 1/8 Page Horizontal/Vertical