

## **The Cooperator**

*The official publication of the Cook County Farm Bureau*

### Rate Card

#### General Information:

The Cooperator is a 12-page full color monthly publication. The publication's appeal is for farmers and non-farm audiences who are members of this pro-agricultural organization. The publication is a tabloid, 30# newsprint.

#### Circulation:

The publication is provided to approximately 41,000 farm and non-farm families each month from the Cook County area. The readership demographic varies including farm, rural, urban, youth, seniors, green industry and legislative leaders. Circulation will vary based on specific membership levels at the time of each issue. The publication is sent via 2<sup>nd</sup> class postal permit with electronic options available. The target publish date is the 1<sup>st</sup> week of the month.

#### Content:

The publication offers a mix of content including membership benefits, special agricultural features, member profiles, issue updates, farm facts and commentary.

In addition, a mix of articles exploring farm life, food, fiber, environment, and perspectives are carried.

#### Billings:

All advertising must be prepaid until credit references are contacted. Payment in full is due within 30 days of billing. The Cooperator will submit a billing within 10 days of the advertisement's publication with a tear sheet. Any advertising charges 30 days past due and beyond will be charged 1 ½ percent additional per month.

#### Deadline:

All advertising materials must be submitted to the CCFB office by the 15<sup>th</sup> of the month for inclusion in the next month's publication. i.e. September 15<sup>th</sup> for the October edition.

All submitted materials should be camera ready, pdf files with fonts included. Color is acceptable. High quality photos and graphics should be included in display ad for best production copy.

#### Ad Placement:

Advertising will be placed at the discretion of the publisher within the publication.

#### Editorial Ads:

Advertising that resembles news copy must carry the word “advertisement” at the top of the ad.

Advertising Rates – All include full color:

The dimensions of the printable pages are 15 ½ inches \* 10 inches. It is set up 4 columns per page format.

Page Assignment (at publisher’s discretion)

\$20 per column inch  
Max size: ½ Page

Frequency Discounts

- 10% discount on 3 consecutive month commitment
- 20% discount on 6 consecutive month commitment
- 30% discount on 12 consecutive month commitment

Classified Ads: (printed on page 11 of the Cooperator)

- Cook County Farm Bureau members may publish up to four non-commercial classified ads annually free of charge.
- Member rate charge: Start Rate \$25 (25 words) and .25 per word added above 25 words
- Non-member rate charge: Start Rate \$30 (25 words) and .25 per word added above 25 words

Exclusions:

Advertising will not be accepted for the following products or services:

- Alcohol
- Tobacco
- Candidates seeking political office (excluding ACTIVATOR or CCFB PAC)
- Patent Medicines
- Pornography
- Competitors to Affiliated Company Service i.e., finance, insurance, farm supplies
- The editor reserves the right to reject at any time any advertising, for any reason, even though previously acknowledged/accepted.