



## Full Color Advertising Rates

Full Page	\$3,500	\$3,250	\$3,000
2/3 Page	\$2,750	\$2,500	\$2,250
1/2 Page	\$2,250	\$2,000	\$1,750
1/3 Page	\$1,500	\$1,250	\$1,000
1/6 Page	\$ 850	\$ 750	\$ 650
1/12 Page	\$ 500	\$ 450	\$ 400

## Black & White Advertising Rates

Deduct 10% from the prices listed above.

## Premium Positions

Inside front or back cover (full page only) - earned rate + 20%

Back cover (half page only) - earned rate + 30%

Page 3 - earned rate + 35%

Other specified positions - earned rate + 15%

## Spreads

For full page and half page horizontal two-page spreads, add 10% to the appropriate pricing including premium position upcharges.

## Commissions

A 15% agency commission will be given to recognized advertising agencies provided camera ready copy is submitted and payment is received within 45 days of invoice. Discount does not apply to special position charges or to in-house agencies. No additional discounts for early payment.

# 2010 Advertising Deadlines & Specifications

<b>Issue</b>	<b>Space Reservation Deadline</b>	<b>Camera Ready Deadline</b>
Spring	January 20	January 30
Summer	April 15	April 29
Fall	July 15	July 29
Winter	September 15	September 29

## Ad Sizes & Specifications

Full Page	7.375" x 9.75" bleed - 8.5" x 11.125"
2/3 page Vertical	4.868" x 9.75"
1/2 Page Vertical	4.868" x 7.271"
1/2 Page Horizontal	7.375" x 4.806" bleed - 8.5" x 5.542"
1/3 Page Vertical	2.361" x 9.75"
1/3 Page Square	4.868" x 4.8"
1/6 Page Vertical	2.361" x 4.8"
1/6 Page Horizontal	4.868" x 2.333"
1/12 Page	2.361" x 2.333"

## Photography

Digital photographs for 4 color process ads should be saved as CMYK. Transparencies, slides, negatives, or prints will also be accepted.

## Film Specifications

Furnished film should be produced at 133 line screen. Provide one-piece negative film, right reading, emulsion side down per color.

## Supported Applications

Quark XPress, Adobe Illustrator  
Adobe Photoshop, Adobe InDesign

## Acceptable Disk Formats

3.25" floppy, Zip disk, or DVD/CD  
Please provide color proof when submitting ad(s) electronically.

## Composition & Ad Design

A \$50 per hour design charge will apply to any copy not deemed camera-ready.

## Shipping Instructions

All advertising materials should be shipped to:  
SC Farmer  
724 Knox Abbott Drive  
Columbia, SC 29033  
Phone: 803-936-4409  
Fax : 803-936-4452  
email: billjonz1@yahoo.com

For more information contact:

Bill Johns  
SC Farm Bureau  
P.O. Box 754  
Columbia, SC 29202-0754  
803.936.4409  
FAX 803.936.4452

email: billjonz1@yahoo.com

SC Farmer reserves the right to edit or reject any advertisement. Initial acceptance of an ad does not commit SC Farmer to publish it, and publication does not constitute an agreement for continued publication.