



Full Color Advertising Rates

	1 time	2-3 times	4 times
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

Premium Positions

Inside front or back cover (full page only) - earned rate + 20%
 Back cover – earned rate + 30%
 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.

Advertising Deadlines & Specifications

Issue	Space Reservation Deadline	Camera Ready Deadline
Spring	January 20	January 30
Summer	April 15	April 29
Fall	July 15	July 29
Winter	October 12	October 21

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.

Supported Applications

Quark XPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Composition & Ad Design

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

E-mail ads to mhall@scfb.org

For more information contact:

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email: mhall@scfb.org

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.