



AD RATES

Nebraska Food Guide

Last updated: February 2024

Contact:

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Grow Local Foods - Become a BFBL Member or Sponsor!
<http://buylocalnebraska.org/get-involved>

Print Quantity/Distribution
5,000- 8,000 print copies
5,000 digital reads w/ clickable links

Paper Size

Finished Page Size: 8" w x 10 1/4" h
No Bleed

Color

32-page self cover
4-Color Process on pages OFC and OBC
16 pages 4C

Digital Material Requirements

All artwork produced by an advertiser or an agency must be provided in electronic format. Ads must be submitted electronically. High-resolution, press-ready PDF is preferred. Client will receive a digital proof via email prior to print.

Resolution and Image Formats

All placed images (TIFF, JPEG, EPS formats), Photoshop files or PDFs must be at least 300 DPI.

Acceptable Program Files

InDesign, Photoshop, Illustrator, High-resolution, press-ready PDF files

Ad Proofs

Advertiser is responsible for approving digital proofs or requesting specific changes. Ads approved are considered final. Buy Fresh Buy Local and the designer/printer are not responsible for errors missed by advertiser in proofing process. Color of digital proofs provided are not exact and may vary upon production.

Artwork Rates

Please contact Margaret if you need an ad designed.

Payments

Payment is required in full prior to final ad placement. Payment must be received no later than March 15, 2024. Contact buylocalnebraska@unl.edu for instructions on how to submit payment

Send Artwork to

Email buylocalnebraska@unl.edu to coordinate the sending of artwork.



Dimensions and Ad Space Rate-BFBLN Members

Ad Size/Color	Width	Height	Rate
1/8 page, full color	3.375"	2.25"	\$200
1/4 page, full color	3.375"	4.5"	\$325
1/2 page, full color, horizontal	7"	4.5"	\$650
Full page, full color	8"	10.375"	\$1,000
Full page, IFC, full color	8"	10.375"	\$1,200
Full page, IBC, full color	8"	10.375"	\$1,200
Full page, OBC, full color	8"	10.375"	\$1,500

Dimensions and Ad Space Rate-Non-BFBLN Members

Your business doesn't fit the criteria, but you support BFBLN, the local food movement and family farmers.

Ad Size/Color	Width	Height	Rate
1/8 page, full color	3.375"	2.25"	\$525
1/4 page, full color	3.375"	4.5"	\$650
1/2 page, full color, horizontal	7"	4.5"	\$975
Full page, full color	8"	10.375"	\$1,325
Full page, IFC, full color	8"	10.375"	\$1,525
Full page, IBC, full color	8"	10.375"	\$1,525
Full page, OBC, full color	8"	10.375"	\$1,825

OBC, full color 7 x 9.5	ALL INSIDE full pg 7 x 9.5
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1/2 pg, horizontal 7 x 4.5	1/4 pg 3.375 x 4.5
	1/8 pg 3.375 x 2.25

Buy Fresh Buy Local has the right to hold the advertiser and/or its agency jointly liable for amounts due and payments for advertising space and artwork contracted and for any associated collection fees incurred by the publisher.

All contracts received and duly acknowledged are non-cancellable.