Merced County Farm News Ad Rates 2021

Single Issue Ad Rates
1-10 inches $13.15 per column inch
11-49 inches $12.60 per column inch
50+ inches $12.05 per column inch

Multiple Issue Ad Rates (2 or more issues - same ad)
1-10 inches $12.05 per column inch
11-49 inches $11.50 per column inch
50+ inches $10.40 per column inch

Contract Rates (Applies to inches in a 12 month period)
1-100 inches $10.95 per column inch
101-200 inches $10.40 per column inch
201-300 inches $9.85 per column inch
301-400 inches $9.30 per column inch
400+ inches $8.20 per column inch

Political Ad Rates
All sizes $13.15 per column inch
Political ads are charged at a flat rate, regardless of the size of the ad.
All political ads must have a legal California identification number and must be paid for in advance of publication.

Insertion Rates
Single Sheet (8.5 x 11) $198.00 per page
Circular $247.50 per issue
All inserts must be delivered to Mattos News office no later than the Friday prior to use deadline date. Inserts must be boxed for mailing and need not be folded.

Farm and Ranch Section
3 inch x 3 inch Ad $38.50 per issue
3 inch x 6 inch Ad $66.00 per issue
Farm and Ranch ads are located on the inside back page. Size is set and space is available on a first come, first serve basis.

Color Ad Rates
Full Color $165.00 per color ad

General Information
The Farm News is published on the second Saturday of each month unless otherwise notified (See publication schedule). Each issue is mailed to Merced and Mariposa County Farm Bureau members and supporters.

Mechanical Information
1 column = 14.75 picas or 2.46 inches
2 columns = 29.50 picas or 4.92 inches
3 columns = 44.25 picas or 7.38 inches
4 columns = 59.00 picas or 9.84 inches

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2021 Monthly Ad Contract Rates

Size options:

- Business Card
- Quarter Page – 5” x 6.5”
- Half Page – 10” x 6.5” (horizontal) OR 5” x 13” (vertical)
- Full Page – 10” x 13”

Prices for Black & White:

- Business Card - $54.75/month
- Quarter Page - $142.35/month
- Half Page - $270.40/month
- Full Page - $483.60/month

Prices for Colored (additional $165):

- Business Card - $219.75/month
- Quarter Page - $307.35/month
- Half Page - $435.40/month
- Full Page - $648.60/month