



2016 Farm Guide

Options for Farms & Farmers Markets

The Farm Guide Package

Listing: \$235 print/online/mobile app listing
Membership: \$50
Total: **\$285.00**

The Online Package

Listing: \$100 online/mobile app listing
Membership: \$50
Total: **\$150**

Membership is required for participation. Benefit details for our new statewide organization (Seattle Tilth, Tilth Producers and Cascade Harvest Coalition) are in the works, so stay tuned!

The Details:

Print: Individual farm/farmers market listing in the 2016 Farm Guide ([view 2015 version here](#))
Online: Profile on pugetsoundfresh.org
Mobile: Profile on the Puget Sound Fresh mobile app ([download here](#))

Reserve your package today! Click the link and start your order: <http://conta.cc/1mgB4Ue>

Businesses and Organizations

2016 Farm Guide Display Advertising Membership

**See rate sheet
\$100.00**

Includes display ad in the 2016 Farm Guide and membership to our new statewide organization. Final cost depends on ad size.

Reserve your display ad today! Click the link and start your order: <http://conta.cc/1Mx0iCW>

2016 Farm Guide – Deadlines

Listing & Display advertising space reservation: Tuesday, February 2, 2016
Final advertising art: Tuesday, February 23, 2016

Submit final display advertising artwork to Dan Shafer, dan@dandy-design.com. Production and ad design services are available for an additional fee. Contact Dan Shafer, dan@dandy-design.com if you would like more information or have questions about your existing artwork.

If you need assistance other than production and ad services contact Puget Sound Fresh Program Manager Sheryl Wiser, sheryl@cascadeharvest.org.

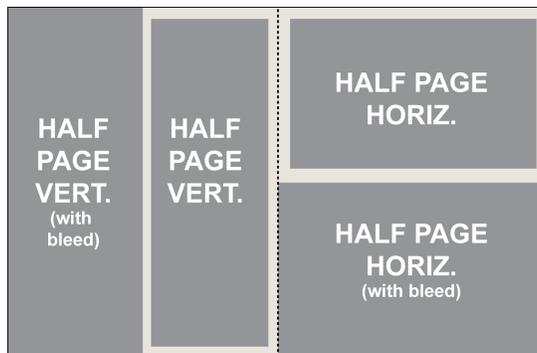
2016 Farm Guide – Display Rates and Sizes

*****Ad rates do not include membership. Premium ad placement indicates display advertising that is exclusive to the page with no competing ads.

<i>Size</i>	<i>Width x Height</i>	<i>Rate</i>	
Full Page	7.625" x 10.125"	See below	
Full Page (with bleed)	8.875" x 11.375" 8.375" x 10.875" trim size	See below	
Full Page Back Cover	choose from above	\$4,000	Sold!
Full Page Inside Front Cover	choose from above	\$3,800	Sold!
Full Page Inside Back Cover	choose from above	\$2,800	
Full Page	choose from above	\$2,300	



1/2 Page Vertical	3.625" x 9.825"	\$1,185	Premium ad placement
1/2 Page Vertical (with bleed)	4.688" x 11.375" 4.188" x 10.875" trim size	\$1,185	Premium ad placement
1/2 Page Horizontal	7.625" x 4.625"	\$1,185	Premium ad placement
1/2 Page Horizontal (with bleed)	8.875" x 6" 8.375" x 5.44" trim size	\$1,185	Premium ad placement



Bottom Banner (horizontal only)	7.625" x 2"	\$500	Premium ad placement
1/4 Page (vertical only)	3.625" x 4.625"	\$675	
Business Card (horizontal only)	3.5" x 2"	\$185	

Production Services and Fees

Pricing for ad creation below is a guideline. For more information, contact Dan Shafer, [Dandy Design](mailto:dan@dandy-design.com), dan@dandy-design.com, 206-709-7757. Pricing includes two proofs. Additional revisions and/or proofs billed at \$75 per hour, with a \$50 minimum. For ads larger than those listed here, please contact Dan.

Business Card Ad Scanning	\$50
¼ Page	\$125
½ Page	\$175

Ad Revisions - Revising, opening or converting ads billed at \$75 per hour, with a \$25 minimum.

Advertising Specifications

Please use the following specifications as a guide to understanding how to prepare and send your final advertising artwork.

What is Acceptable Ad Art?

Ads must be "Press-Quality" so you will not incur additional production charges.

- Ads should be saved as an Acrobat "press quality" PDF - (not "screen" or "web"), sized to the exact size above, and need no work.
- All fonts must be embedded.
- Art/Photo resolution should be 300 dpi at actual size. Vector (EPS) format is recommended for logos and text to look sharp when the Guide prints.
- All colors and all art that appears in the ad should be CMYK.
- Full bleed artwork (full page or half page ads) must include .25" bleed on all sides to accommodate placement position in the Guide. Pertinent information like text and logos should stay .25" in from the trim size.

What is Not Acceptable Ad Art?

- **Publisher, Corel, Word Perfect, Power Point files.** If this is the only format, your ad is in, please make a PDF or JPG and separately attach each art file to the email to Dan Shafer, dan@dandy-design.com. We can then recreate your ad for a fee. Please see "Production Services and Fees."

- **Word Files.** Can be used as a guide to design an ad for a fee. See “Production Services and Fees.” Send art files that appear in the Word doc separately as well as fonts used and a PDF for reference.
- **tiff, jpeg, psd, eps Native Files.** There will be a \$45 - \$75 design fee to convert your ad to a camera-ready PDF. Send all linked art and “outline” all fonts (or submit the fonts) to have your ad rebuilt for a fee. See “Production Services and Fees.”

Advertising Production Tips

- What is CMYK? CMYK stands for Cyan, Magenta, Yellow and Black, which are the four colors of ink used to print the Farm Guide. This is why it is so important to send ads using CMYK, and no other color mode.
- Do not reverse (make white) very thin or very small type (below 8pt) that appears on top of dark background colors.
- Do not “res-up” files. Example: If a photo is 72 dpi, saving it as 300 dpi will not increase the quality. Start with high-resolution files and “res-down” if necessary.
- Use a “vector based” .eps or .ai logo file. If you do not have it in this format, 600 dpi resolution is the next best thing.
- Note that a thin black stroke may be added around your ad if it has a white background.