



Farm Guide 2017 Media Kit

Now in its 15th year of publication, Tilth's [Farm Guide](#) is a year-round companion to what's fresh, local, and in-season from producers around Washington State. If you want to market directly to consumers, the Guide is a great way to reach new eaters and sustainably minded consumers wherever they eat, live, work, shop and play.

Thanks to last year's merger between Seattle Tilth, Tilth Producers and Cascade Harvest Coalition, we will be streamlining farm and farmers market listings in Farm Guide 2017 to make way for listings statewide, already an option with our online and mobile platforms.

With 110,000 copies printed in early April and distributed to over 700 high traffic locations throughout Puget Sound and beyond, the 64-page printed guide is the most complete resource for finding delicious, healthy food from sustainable and organic farms and processors, connecting farmers and eaters with information they're looking for.

"I do believe the Farm Guide is the hub that connects farmers and their product with buyers. Craven Farm has experienced the Guide bringing "action/buyers" to our farm. This link needs to continue so that the farmers can tend to their business and do what they do best...growing healthy food for our communities and continuing to grow for future generations of healthy, well fed people. Thank you so much for what you do."

-Judy Craven, Craven Farm, Snohomish

Farms & Farmers Markets

Farm Guide Package

\$175

Print/online/mobile app listing for farms and farmers markets

Display advertising additional, see rates below. **Please note** – the print Guide is moving to a more condensed listing format to make room for our growing statewide farm family!

Online Package

\$150

Online/mobile app listing for farms and farmers markets

Listing Details

Print:

Individual farm/farmers market listings by county, also includes Quick Search Guides, CSA directory, Local Meat directory (Local Flower directory TBD).

[View Farm Guide 2016 here](#)

Online:

Searchable online statewide directory and profiles on pugetsoundfresh.org. Search by crop or location to find over 340 farm products and activities, farmers markets, CSAs, recipes, events, agritourism activities and more.

Mobile:

The Farm Guide in your pocket and more! Our award-winning mobile app offers quick and easy access to every farm, farmers market, recipe, event, farm product and activity on our website. [Free download here](#).

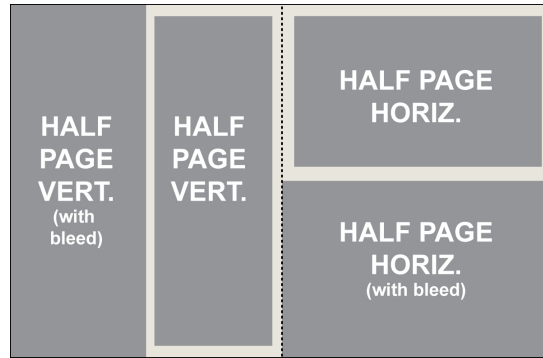
Display Advertising Rates and Sizes

Size	Width x Height	Rate	
Full Page	7.625" x 10.125"	\$2,500	
Full Page (with bleed)	8.875" x 11.375" <i>(size includes .25" bleeds)</i>	\$2,500	
	8.375" x 10.875" trim size <i>Leave .25" safe area with no necessary text or graphics inside the trim margins</i>		
Full Page, Inside Front Cover	<i>choose from above</i>	\$3,990	
Full Page, Back Cover	<i>choose from above</i>	\$4,200	Not available for 2017
Full Page, Inside Back Cover	<i>choose from above</i>	\$2,800*	

*Inside Back Cover also available as either (2) 1/2 Page Vertical **or** (2) 1/2 Page Horizontal ads at \$1500 per ad.



1/2 Page Vertical	3.625" x 9.825"	\$1,300	Premium ad placement
1/2 Page Vertical (with bleed)	4.56" x 11.375" <i>(size includes .25" bleeds)</i>	\$1,300	Premium ad placement
	4.06" x 10.875" trim size <i>Leave .25" safe area with no necessary text or graphics inside the trim margins</i>		
1/2 Page Horizontal	7.625" x 4.625"	\$1,300	Premium ad placement
1/2 Page Horizontal (with bleed)	8.875" x 6" <i>(size includes .25" bleeds)</i>	\$1,300	Premium ad placement
	8.375" x 5.44" trim size <i>Leave .25" safe area with no necessary text or graphics inside the trim margins</i>		



Bottom Banner (horizontal only)	7.625" x 2"	\$575	Premium ad placement
1/4 Page (vertical only)	3.625" x 4.625"	\$750	
Business Card (horizontal only)	3.5" x 2"	\$225	

Farm Guide 2017 – Deadlines & Artwork Submission

Listing & Display advertising space reservation: February 20, 2017

Final advertising art: February 27, 2017

Submit final display advertising artwork to Dan Shafer, dan@dandy-design.com, 206-709-7757. Production and ad design services are available for an additional fee and will apply if your ad does not meet the required specifications. Contact Dan if you would like more information or have questions about your existing artwork. If you need assistance other than production/ad services, contact Sheryl Wiser, sherylwiser@seattleilth.org, 206-633-0451, ext. 134.

Production Services and Fees

Pricing for ad creation below is a guideline. For more information, contact Dan Shafer at dan@dandy-design.com or 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	\$200

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 “Print Ready” so you will not incur additional production charges.

- PDF is the preferred file format for ad submission. Ads should be saved as an Adobe Acrobat “press quality” PDF - (not “screen” or “web”), sized to the exact ad size, and include .25” bleeds if the ad is full bleed. Alternate file formats that will be accepted are high-res JPG, PSD or TIF, or .AI or .EPS vector files with all fonts outlined.
- All fonts must be embedded in the PDF or outlined before saving.
- 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.
- 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 edge on all sides.

What is Not Acceptable Ad Art?

- **Publisher, Corel, Word, or 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.”

Advertising Production Notes

- Do not reverse (make white) very thin or very small type (below 8pt) that appears on top of dark background colors.
- Note that a thin black stroke may be added around your ad if it has a white background.
- All art prints in CMYK. If you submit artwork that uses spot or RGB colors, you may see a loss in vibrancy in certain colors due to the constrained color gamut available in full color printing. For the most predictable results, convert your art to CMYK before submitting.

