



Market your product to 61,000+ Farm Bureau members across the state. Advertise in *Oregon's Bounty*!

2017 ADVERTISER INFORMATION

Oregon's Bounty magazine

About: *Oregon's Bounty* is a full-color magazine published annually by Oregon Farm Bureau. The publication is sent to 61,000+ Farm Bureau member families, comprised of both farmers and non-farmers from all parts of the state. *Oregon's Bounty* features the state's largest and best listing of locations where consumers can purchase agriculture products directly from family farmers and ranchers.

Content: The goal of the magazine is to encourage readers to experience Oregon agriculture first-hand, realize the importance it has in their daily lives, and learn about the family farmers and ranchers who raise our food, foliage, and more in Oregon.

The magazine features a listing of over 300 public farm ventures, organized by region and opening date, such as roadside stands, u-pick fields and orchards, on-farm events and festivals, vineyards, CSAs, pumpkin patches, Christmas tree farms, ranches, etc. The operations listed in the guide are owned by Farm Bureau members from every part of the state. There is an accompanying Oregon's Bounty website that allows the public to search for farms listed in the guide that offer specific products and/or are located in a specific region. Find this at oregonfb.org/oregonsbounty.

Additional content includes a profile of a family farmer or rancher, a "what's in season" calendar, recipes for seasonal food, updates on Farm Bureau programs, and descriptions of membership benefit discounts. The magazine's 10.5-inch height by 6-inch width makes it ideal for readers to store in a glove compartment for year-round reference.

Circulation: The magazine is mailed to all 61,000+ Oregon Farm Bureau member families across the state, in both rural and urban areas. The magazine also is distributed at myriad public Farm Bureau events, Oregon Ag Fest in Salem, county/state fairs, farmers markets, and other locations throughout the year. Including this extra distribution, the total readership is closer to 65,000.

Visitors to oregonfb.org can download the current issue, as well as access an accompanying Oregon's Bounty website that allows the public to search for farms listed in the guide that offer specific products and/or are located in a specific region.

Advertiser conditions: Advertisers do not have to be Farm Bureau members. The vast majority of products and services are perfectly suitable for the magazine, as our readers represent both farm and non-farm families in rural and urban areas. However, because Oregon Farm Bureau has an endorsement agreement with COUNTRY Financial, we cannot accept advertisements from other providers of auto, home, life, and/or farm insurance.

Rates: The rate for a one-page, full-color ad is \$3,000 (net rate received by Oregon Farm Bureau). Incremental-sized ads would be charged accordingly. For example, a 1/2-page ad would be a net rate of \$1,500. A 1/4-page ad would be a net rate of \$750.

Ad specifications: High-resolution, 300 dpi (or higher) TIFF format is required for digital images. High-quality PDFs or printed ads are also accepted.

- Note: The printed publication is 10.5 inches high by 6 inches wide.

Full-page with bleed: 10.75 inches tall x 6.25 inches wide. Pertinent information must fall within space of 10.25 inches tall x 5.75 inches wide.

Horizontal half page with bleed: 5.25 inches tall x 6.25 inches wide. Pertinent information must fall within space of 5 inches tall x 5.75 inches wide.

Vertical half page with bleed: 10.75 inches tall x 3 inches wide. Pertinent information must fall within space of 10.25 inches tall x 2.75 inches wide.

Quarter-page ad: 4.5 inches tall x 2.75 inches high (no bleeds)

- Please refer to the diagrams in the *Oregon's Bounty* specification guide for examples of dimensions for bleeds and non-bleeds. (Available upon request to annemarie@oregonfb.org and also online at oregonfb.org, under Media>Advertise with OFB).

Closing dates for 2017:

2017 Oregon's Bounty

- Insertion orders must be in by February 15, 2017.
- Ad materials must be in by March 5, 2017.
- Magazine will hit mailboxes in mid-April 2017.

Insertion orders can be e-mailed to annemarie@oregonfb.org, faxed to the attention of Anne Marie Moss at (503) 399-8082, or mailed to the address below.

Mail or e-mail ads to:

Anne Marie Moss, annemarie@oregonfb.org
Oregon Farm Bureau
1320 Capitol St. NE
Salem, OR 97301

Billing: Invoices for advertisements will be sent soon after publication, along with two tear sheets and two copies of the magazine.

More about Farm Bureau:

The state's largest general farm organization, Oregon Farm Bureau (OFB) is a grassroots, nonpartisan, nonprofit organization representing the interests of the state's farmers and ranchers in the public and policymaking arenas.

First established in Oregon in 1919, Farm Bureau is organized in all 36 counties and has 7,000 member families that are professionally engaged in agriculture.

To learn more, visit **oregonfb.org**

Questions: Contact Anne Marie Moss at 503.399.1701, ext. 313, or email annemarie@oregonfb.org

OFB on Facebook: www.facebook.com/OFBinfo

OFB on Twitter: www.twitter.com/OreFarmBureau

OFB on YouTube: www.youtube.com/OregonFarmBureau