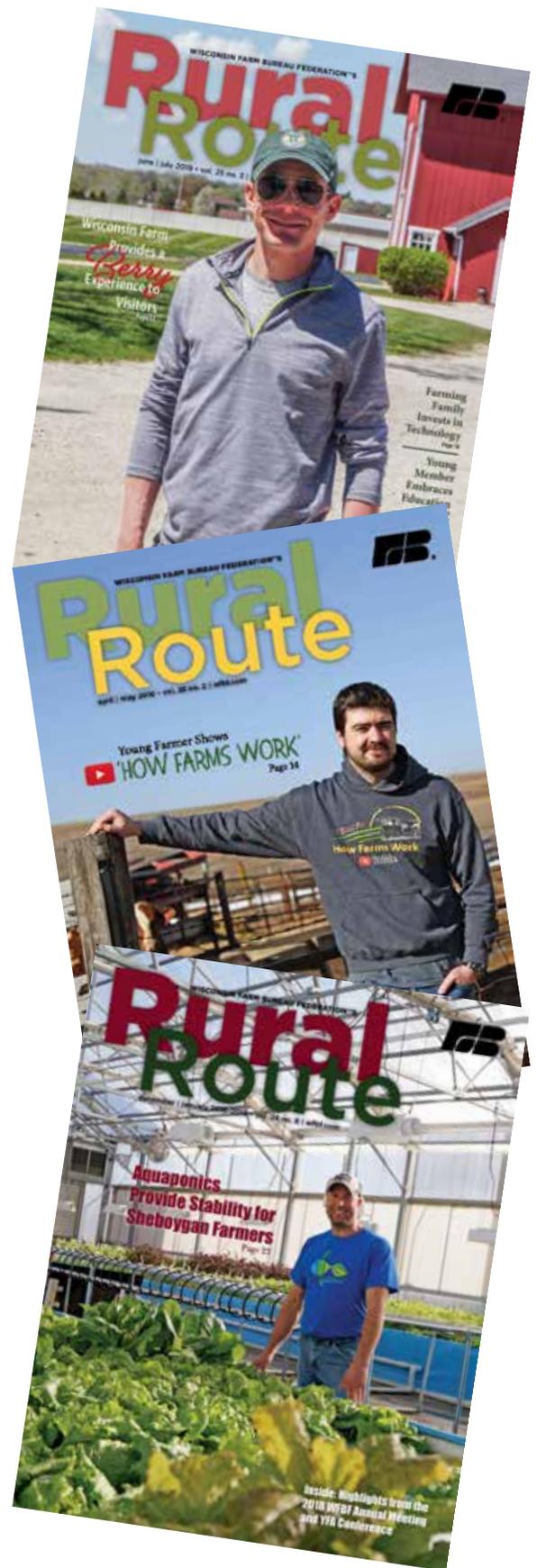


Wisconsin Farm Bureau's  
*Rural Route*  
Magazine

2020  
Rate Card



**Advertising Sales**

Contact: **AMY ECKELBERG**  
aeckelberg@wfbf.com  
608.828.5706



**Circulation: 24,000+**  
Voting Farm Bureau members, which includes those directly involved in agriculture.

The June|July issues is sent to all members (including those not directly involved in agriculture), reaching

**44,000+**

## Our History

Wisconsin Farm Bureau Federation (WFBF) was organized by a group of farmers in Waukesha on May 27, 1920, and incorporated in December of 1920. The farmers wanted to have an organization controlled by farmers to represent them on legislative issues and to provide farm marketing, business and planning consulting and services. Since then, WFBF has evolved into one of the most effective voices for farmers in Wisconsin.

WFBF is a voluntary, non-governmental organization financed and controlled by the voting member families (those directly involved in agriculture). The voting members elect delegates who in turn elect a state board of directors of 11 people. One district director from each of the nine districts, together with the Promotion and Education Chair and the Young Farmer and Agriculturist Chair, make up the WFBF Board of Directors.

There are 61 county Farm Bureaus in Wisconsin affiliated with WFBF, which is a member of the American Farm Bureau Federation.



# Rural Route is the official publication of the Wisconsin Farm Bureau. Published six times a year, it contains summaries of issues facing Wisconsin agriculture, commentary on Farm Bureau's involvement and news about Farm Bureau events.

## ADVERTISING CALENDAR

### December/January 2019 - 2020

Ad Space Confirmation: NOV. 6, 2019

Ad Materials Due: NOV. 29, 2019

Mailing Drop Date: DEC. 20, 2019

### February/March 2020

Ad Space Confirmation: JAN. 2, 2020

Ad Materials Due: JAN. 17, 2020

Mailing Drop Date: FEB. 14, 2020

### April/May 2020

Ad Space Confirmation: FEB. 26, 2020

Ad Materials Due: MAR. 13, 2020

Mailing Drop Date: APR. 10, 2020

### June/July 2020

Ad Space Confirmation: APRIL 29, 2020

Ad Materials Due: MAY 15, 2020

Mailing Drop Date: JUN. 12, 2020

### August/September 2020

Ad Space Confirmation: JUL. 1, 2020

Ad Materials Due: JUL. 17, 2020

Mailing Drop Date: AUG. 14, 2020

### October/November 2020

Ad Space Confirmation: SEP. 2, 2020

Ad Materials Due: SEP. 18, 2020

Mailing Drop Date: OCT. 16, 2020

### December/January 2020 - 2021

Ad Space Confirmation: NOV. 4, 2020

Ad Materials Due: NOV. 20, 2020

Mailing Drop Date: DEC. 18, 2020



**Farm Bureau Members Use Capstone Trip to Voice Concerns in D.C.**

In June, nearly 30 Farm Bureau members and staff visited Washington, D.C. to advocate for Wisconsin farmers. The trip marked the completion of the WFBF Leadership Institute, a year-long leadership training program available to Farm Bureau members.

Farm Bureau leaders became lobbyists for a day while meeting with Wisconsin congressional delegations in Washington, D.C. The issues discussed were trade, immigration reform, water, and the U.S. role in World War II for Healthy Kids Act and options for dairy planning problems.

"During my time in Washington, D.C., with Farm Bureau, I learned the importance of staying up to date on issues and how to get out of my comfort zone to speak," said Jackson County Farm Bureau member Erica Olson. "It was a unique opportunity to be up close speaking on issues affecting Wisconsin farmers such as transportation who are making a difference on Capitol Hill."

Fred De Leeuw, County Farm Bureau member, said, "I learned that our representatives and their staff were not interested in our experiences in the agricultural community. They want to hear from us so that they can make educational policy decisions that will provide meaningful long-lasting change that will support agriculture."

The group traveled from experts at American Farm Bureau, several officials from the U.S. Department of Agriculture and visited the Canadian Embassy.

Taylor County Farm Bureau member Rob Klusendorf said, "I appreciated learning more about the enforcement of organic standards during a meeting with USDA officials."

In addition to meeting with Wisconsin congressional delegations, Farm Bureau members also toured George Washington Mason Farms and enjoyed a night view of the national monument.

Accompanied by the WFBF Board of Directors, the Leadership Institute graduates who participated in the D.C. trip were: Amanda Brown, Black River Falls; Neil Christensen, Shawano; Andrew Dal Sasso, Platteville; Scott Eastwood, Sun Prairie; Jeff Hahn, Wisconsin Dells; Bob Klusendorf, Maunabo; Lauren Kowalski, Maunabo; Corey Kuehn, Calumet; James Mac, Oconomowoc; Lisa Olson, Black River Falls; Kirk Kuehn, Merrill; Amanda Volp, Cross and State Zumbrota, Ripon.

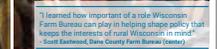
"I didn't know any of the state board members before this trip. I enjoyed meeting with them and learning that Farm Bureau issues matter to all Congressmen," said Sherman County Farm Bureau member Neil Christensen. "I also learned a lot from my farm business trip experience."

"I have made lifelong friends from this experience."

The WFBF Leadership Institute consists of five multi-day sessions consisting of hands-on learning on



"My favorite part of the D.C. trip was spending time with my classmates and getting to know the WFBF Board of Directors." - Savannah Brown, Jackson County Farm Bureau (left)



"I learned how important it is for a Wisconsin Farm Bureau to play in helping shape policy that keeps the interests of rural Wisconsin in mind." - Scott Eastwood, Oconomowoc County Farm Bureau (center)



"I learned that legislators really do care about agriculture. They want to work with Farm Bureau to implement policies that will benefit Wisconsin's most vibrant and thriving sector, Mother Nature." - Corey Kuehn, Calumet

**Green County Hop Growers Adapt to Changes**  
By Merion Young

Hops turned to new business prices when skyrocketing hop prices in 2008 were the talk of the hop industry. The Lynchs had long been the proprietor of several new business members Rich and Michelle Joseph. Rich grew up working with family in La Platte, making hay and milking cows near Hillsboro and having his own beer named after him. It was a passion and self-reliance.

The interest in homegrown hops and brewing kept continued after the couple moved to Belleville. Rich grew some hops in the couple's backyard for his home brew and after noticing the increase in hop prices, he considered the long growing process. After careful consideration, the couple purchased 25 acres for a new plot at Michelle's north of Oconomowoc.

In 2015, after designing a successful test plot, the family rented and prepared a two-acre plot at the same location. "There are now key factors to growing a regional sales manager for AGC Products, a global company that imports and exports animal feed products. "A sandy soil here and in best and a high-quality water supply - one hop per acre during a warm, moist day."

Rich explained that the initial investment was \$5,000 to \$10,000 per acre along with setting up the trellis structure and irrigation.

"We saved some investments by cutting them to poles," said Rich. "Another savings was having one-four children involved in the labor-intensive process."

Following the design of Matt Swenson, who operated Simple Earth Hops, is used for education, research and demonstration north of Dodgeville. Rich and his family prepared the soil, constructed the trellis structure, irrigation system and installed the process green, "we were just waiting for a constant MacGyver kind of thing."

The distance between Belleville and constant attention the plants needed and made it impractical to continue the Novato hop and as they started looking for their own land close to Belleville. "During this time while talking with



## RATE CARD

	1x	3x	6x
Full Page	\$ 3,100	\$ 2,900	\$ 2,700
2/3 Page	\$ 2,000	\$ 1,900	\$ 1,800
1/2 Page	\$ 1,600	\$ 1,500	\$ 1,400
1/3 Page	\$ 1,050	\$ 1,000	\$ 950
1/4 Page	\$ 750	\$ 700	\$ 650
1/6 Page	\$ 550	\$ 525	\$ 500

## AD SPECS

	Width	Height
Full Page (non-bleed)	7.875"	10.5"
Full Page (with bleed)	8.375"	10.875"
2/3 Page Vertical	4.86"	9.75"
1/2 Page Horizontal	7.375"	4.75"
1/3 Page Horizontal	4.86"	4.75"
1/3 Page Vertical	2.35"	9.75"
1/4 Page Vertical	3.75"	4.75"
1/6 Page Horizontal	4.86"	2.25"
1/6 Page Vertical	2.25"	4.86"

Wisconsin Farm Bureau Federation  
 P.O. Box 5550 Madison, WI 53705-0550  
 1.800.261.FARM or 608.836.5575

©2017 Wisconsin Farm Bureau Federation

American Farm Bureau Federation, Farm Bureau, the FB logo and Voice of Agriculture are registered service marks of the American Farm Bureau Federation, used under license by the Wisconsin Farm Bureau Federation.

### Mechanical Requirements

For ad sizes and dimensions, please refer to ad specs.

### Digital Requirements

All ads must be submitted electronically. No hard copies will be accepted. If you require design services, please contact Slack Attack Communications.

### Online Submission Form

If file sizes are still too large, the Wisconsin Farm Bureau recommends signing up for a FREE sendthisfile.com account.

### Accepted File Formats

- hi-res PDF (preferred, please embed all fonts)
- hi-res JPG (all images 300 dpi or higher)

### Bleeds

- Please pull edges by 1/5" past the trim size (.2).
- Please include 1/4" margin.

### Color Ads

Please submit ads using CMYK colors only.

