

WISCONSIN FARM BUREAU FEDERATION®'S

Rural Route

MAGAZINE

2024
Rate Card



ADVERTISING SALES

Contact: **Amy Eckelberg**
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Our History

Wisconsin Farm Bureau Federation 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.

CIRCULATION: 21,000+

Voting Farm Bureau members, which includes those directly involved in agriculture.

Each June|July issue is sent to all members (including those not directly involved in agriculture), reaching more than

45,000

Voted American Farm Bureau Federation's Best Magazine for

MORE THAN 6 YEARS



RATES AND CALENDAR

AD RATES

	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 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"

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, there will be an additional fee. Please contact Amy Eckelberg at aeckelberg@wbf.com.

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.

ADVERTISING CALENDAR

December/January 2023 - 2024

Ad Space Confirmation: Nov. 8, 2023

Ad Materials Due: Nov. 22, 2023

Mailing Drop Date: Dec. 19, 2023

February/March 2024

Ad Space Confirmation: Dec. 27, 2023

Ad Materials Due: Jan. 19, 2024

Mailing Drop Date: Feb. 16, 2024

April/May 2024

Ad Space Confirmation: Mar. 6, 2024

Ad Materials Due: Mar. 22, 2024

Mailing Drop Date: April 12, 2024

June/July 2024

Ad Space Confirmation: May 1, 2024

Ad Materials Due: May 17, 2024

Mailing Drop Date: June 14, 2024

August/September 2024

Ad Space Confirmation: July 3, 2024

Ad Materials Due: July 19, 2024

Mailing Drop Date: Aug. 16, 2024

October/November 2024

Ad Space Confirmation: Sept. 4, 2024

Ad Materials Due: Sept. 20, 2024

Mailing Drop Date: Oct. 11, 2024

December/January 2024 - 2025

Ad Space Confirmation: Nov. 6, 2024

Ad Materials Due: Nov. 20, 2024

Mailing Drop Date: Dec. 17, 2024

Wisconsin Farm Bureau Federation

P.O. Box 5550 Madison, WI 53705-0550

1.800.261.FARM or 608.836.5575

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