

 **WASHINGTON FARM BUREAU**

# NEIGHBORS

## 2010 Media Kit

For more information please contact:  
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This feature style magazine for all members of the Washington Farm Bureau is designed to put a face on the farmers and ranchers of Washington. Informative as well as entertaining, Neighbors offers insight into the staggering \$6.8 billion agriculture industry in Washington.

**Readers/Audience:** WFB voting, business and associate members, legislators, local and statewide elected officials, COUNTRY Agents

**Frequency:** Neighbors is produced twice a year (Spring/Summer issue mailed in April and a Fall/Winter issue mailed in October).

**Circulation:** 38,000

Neighbors Monthly Single Time Rate	Ad Dimensions	
Double truck	\$ 1,650	
Back Cover	\$ 1,250	
Inside front/back	\$ 1,150	
Full Page	\$ 1,000	
3/4 Page	\$ 835	
2/3 Page	\$ 670	
1/2 Page	\$ 500	
1/3 Page	\$ 335	
1/3 box	\$ 275	
1/4 Page	\$ 200	
1/6 Page	\$ 100	
Business Card	\$ 50	
Classified Ads	\$ 5 for the first 15 words; \$0.05 for each additional word	

Please call for frequency discount pricing. Prices are for either 4 color process or black and white ads, spot (pms) colors are not accepted.

Accepted File Formats - All images must be 300 dpi. Preferred format: PDF, Will accept .tif or InDesign files

Sending Ad Material  
By E-mail: Send as stuffed or zip file to [mfournier@wsfb.com](mailto:mfournier@wsfb.com)  
By Mail: Send CD-ROM to: 975 Carpenter Road NE, Lacey, WA. 98516, attention; Mike Fournier

Publication Date	Ad Copy Due	Ad Reservation Due
April 30, 2010	March 15, 2010	March 1, 2010
September 30, 2010	August 15, 2010	August 1, 2010

Washington Farm Bureau offers multiple communication opportunities to our members. Target your message and marketing in one of our publications.

### Washington Farm Bureau News

This full color 8 page newspaper addresses the issues that matter most to WFB grassroots leaders and volunteers. It covers state and county Farm Bureau activities and events; provides background and analysis of major policy issues; and provides updates regarding legislation and regulations affecting the farmers and ranchers of Washington state.

**Readers/Audience:** WFB Voting & Business members only

**Frequency:** Published monthly, nine times per calendar year (No issues produced in April, Oct. or Dec.)

**Circulation:** 6,500

### County Newsletters

Each full color 4- page newsletter serves to update members with the latest information relevant to members of that particular county Farm Bureau.

**Readers/Audience:** WFB Voting, Business and Associate members, special mail lists designated by the county

**Frequency:** Varies by County (No issues are produced in Nov. Dec. or Jan.) Each County Farm Bureau can produce a newsletter at its discretion.

**Circulation:** 200 - 1000

### LegisLetter

Produced weekly during Washington's legislative session, this electronic newsletter serves to update members with the latest information concerning proposed legislation, progress made toward our policy goals and any special circumstances in Washington.

**Readers/Audience:** WFB members, legislators, elected officials and anyone who opts in

**Frequency:** Published once per week during legislative session\* and other times throughout the year as proposed state regulations and information warrant. Average of 15 times per year.

\*Washington state's legislative session begins the 2nd Tues. in Jan. and lasts 60 days during even-numbered years and 105 days during odd-numbered years, per the state's constitution. It is subject to extension by a vote of the legislature.

**Circulation:** 2300

### Employer Essentials

This newsletter for agricultural employers focuses on human relations, labor and safety issues. It contains educational articles appropriate to WFB members who are employers and belong to WFB's Employer Services and Retro/Safety programs.

**Readers/Audience:** Members of WFB's Retro/Safety & Employer Services programs

**Frequency:** Published bi-weekly (22 times per year; No issues during the month of December)

**Circulation:** 4000