

# Why join your local Farm Bureau?

The state's largest agricultural association

## ▶ 2 Reasons: **Advocacy & Benefits**

▶ **Advocacy** - Your membership supports local agriculture. You don't have to be in agriculture to support the 2% of the population that grows 100% of your food. Your membership allows us all to join together as a purchasing group to offset agricultures rising costs of L&I premiums, obtain programs that train employers and employees in multiple areas of efficiency and safety. Pooling our resources also allows us to contain lower group health care costs, discounts like the 17% discount from Verizon Wireless and to provide a partner with a top ranked insurance company - Country Financial. Most importantly, protect the rights of citizens who require water for crop irrigation, seek protections of their land and property, and need a reliable work force. For all of this we - THANK YOU

### ▼ **Benefits**

#### **Safety Training**

We provide a comprehensive training service that keeps you prepared and safe for the challenges of the future.

#### **Government Relations**

Government Relations mission is to ensure that farmers and ranchers can continue to do what they do best; feed the world, while also complying with the complex laws passed by elected officials and implemented by governments at all levels. They ensure that Farmers & Ranchers voice is heard.

#### **L&I premium refund program**

WFB Retro/Safety program will help you receive back L&I premiums.

#### **Benefits of large numbers\***

Verizon Wireless discount, Choice & Wyndham hotel packages, rental car discounts, Sears discounts, Lands' End specials, Amazon online, Pet Insurance, Grainger discount & free shipping ...plus much more.

#### **Partnerships**

We have partnered with Country Financial to assist you with financial security, Auto & Homeowners insurance, Farm Insurance, Liability and more

#### **Safety Programs**

Our programs can help you keep your employees safe and lower your agricultural and agricultural related L&I premiums.

#### **Health Care**

We offer 14 different group coverage plans, as well as individual and medicare plans. We have multiple carriers and multiple plan choice in all counties.

\*Member Benefits are subject to change at anytime without notice. Please check our website, [www.wsfb.com](http://www.wsfb.com), for up-to-date benefits. If you have any benefit questions please call 1-800-331-3276



[www.wsfb.com](http://www.wsfb.com)



» more info at [wsfb.com](http://wsfb.com)

# WASHINGTON **FB**News

THE VOICE OF AGRICULTURE IN WASHINGTON



**10% DISCOUNT**  
3 Month Contract



Advertise. Sell. Grow.

'12 MEDIA KIT

975 Carpenter Road NE, Suite 301, Lacey, WA 98516 • 800.331.3276



# Washington **FB** 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, 9x a year (No issues produced in May, Oct. or Dec.)
- + Circulation - 7,300

## Washington FB News: Rate Card\*

Size	Dimensions	Price
Full Page	7.5" x 12"	\$1,000
1/2 - Page	7.5" x 8"	\$500
1/3 - Page	7.5" x 5"	\$375
1/4 - Page	5" x 6"	\$250
1/8 - Page	5" x 2"	\$65
Business Card	3.5" x 2"	\$35
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.

\*First time advertising purchasers may purchase up to a 1/2 page advertising space with 20% down and net 30.

**File Formats:** PDF, TIFF, EPS or InDesign files  
All images must be at least 300 dpi.

### + Sending Ad Material

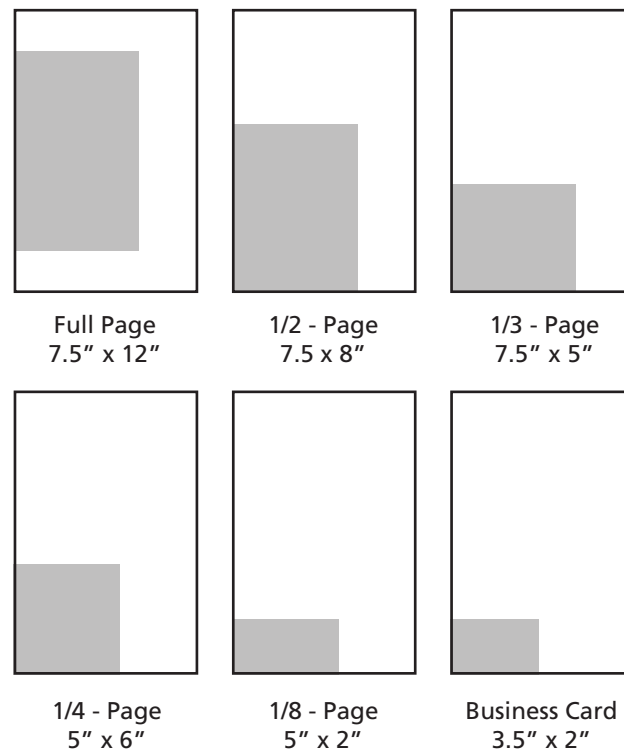
By E-mail: send zip file or stuffed format to [advertising@wsfb.com](mailto:advertising@wsfb.com)

By Mail: send CD-Rom

Washington Farm Bureau  
Attn: Mike Fournier  
975 Carpenter Road NE, Suite 301  
Lacey, WA. 98516



### Ad Dimensions:



## 2012 Editorial Calendar: Advertising Planning Guide

Publication Issue	Publication Date	Ad Copy Due
February	February 3	January 6
March	March 3	February 4
April	March 28	February 29
June	June 2	May 5
July	July 1	June 3
August	August 4	July 7
September	September 1	August 4
November	October 28	September 30

- + There are no issues in May, October and December.

If you have a seasonal event or product please let us know and we will identify which issue will be the most appropriate for your advertisement.

## Online Advertising - [www.wsfb.com](http://www.wsfb.com)

- + All ads will cycle on per visit basis
- Square Banner on Side Bar \$75/month
- Horizontal Banner \$100/month

Washington Farm Bureau offers multiple communication opportunities to our members.

Target your message and advertising in one of our publications.

### + Neighbors Magazine

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 May and a Fall/Winter issue mailed in October).

**Circulation:** 41,000

### + 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 in Nov. Dec. or Jan.) Each County Farm Bureau can produce a newsletter at its discretion.

**Circulation:** 2,000



### + 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:** 2,300

» For more information about ad placement contact:  
Mike Fournier at 1.800.331.3276