

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, for up-to-date benefits. If you have any benefit questions please call 1-800-331-3276



www.wsfb.com



» more info at wsfb.com

WASHINGTON FARM BUREAU

NEIGHBORS



10% DISCOUNT
3 Month Contract



Advertise. Sell. Grow.

'12 MEDIA KIT

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



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.



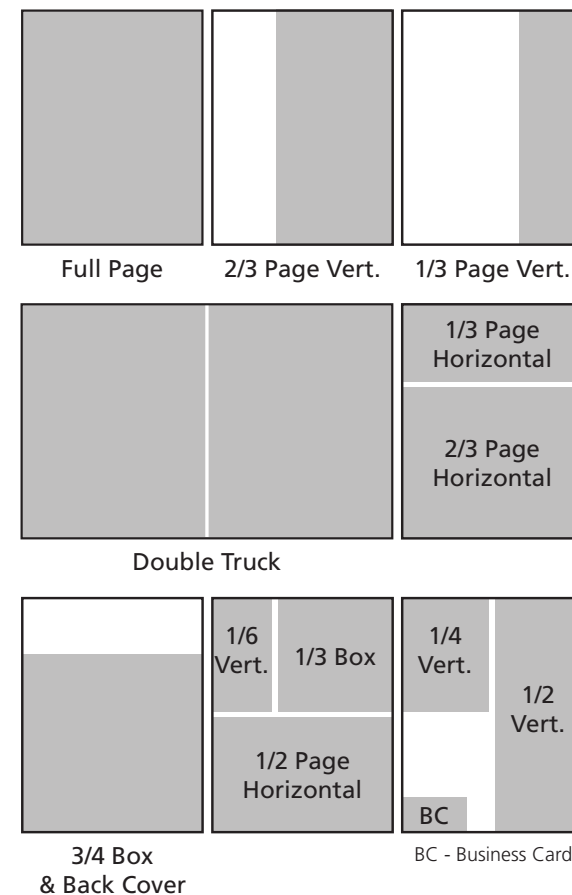
Readers/Audience: WFB voting, business and associate members, legislators, local and statewide elected officials, Country Agents

- + Frequency - Published 2x a year (Spring/Summer in May, Fall/Winter in October)
- + Circulation - 41,000

Neighbors Magazine: Rate Card*

Size	Dimensions	Price
Double Truck	18" x 11.5" Trim - 17" x 11" Safe Zone - 16.5" x 10"	\$1,650
Back Cover	9" x 9.5" Trim - 8.5" x 9" Safe Zone - 8" x 8.5"	\$1,250
Inside front/back	9" x 11.5" Trim - 8.5" x 11" Safe Zone - 8" x 10.5"	\$1,150
Full Page	5" x 6" Trim - 8.5" x 11" Safe Zone - 8" x 10.5"	\$1,000
3/4 Box Page	8" x 7.875"	\$835
2/3 Page	5" x 10.5" Vertical 8" x 7" Horizontal	\$670
1/2 Page	4" x 10" Vertical 8" x 5.25" Horizontal	\$500
1/3 Page	2.66" x 10" Vertical 8" x 3.5" Horizontal	\$335
1/3 Box	5.5" x 5.5"	\$275
1/4 Page	4" x 5.25"	\$200
1/6 Page	2.66" x 5.25"	\$100
Business Card	3.5" x 2"	\$50
Classified Ads	\$5 for the first 15 words; \$0.05 for each additional word	

Ad Dimensions:



+ 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

By Mail: send CD-Rom

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



2012 Editorial Calendar: Advertising Planning Guide

Publication Issue	Publication Date	Ad Copy Due
Spring/Summer	May 4	March 9
Fall/Winter	October 4	August 9

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

+ 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

+ 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

Online Advertising www.wsfb.com

+ All ads will cycle on per visit basis

Square Banner on Side Bar
\$75/month

Horizontal Banner
\$100/month

+ 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