

Nebraska Food Guide

Last updated: February 2024

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Grow Local Foods - Become a BFBL Member or Sponsor! http://buylocalnebraska.org/get-involved

Print Quantity/Distribution 5,000- 8,000 print copies 5,000 digital reads w/ clickable links

Paper Size
Finished Page Size: 8" w x 10 1/4" h
No Bleed

Color
32-page self cover
4-Color Process on pages OFC and OBC
16 pages 4C

Digital Material Requirements

All artwork produced by an advertiser or an agency must be provided in electronic format. Ads must be submitted electronically. High-resolution, press-ready PDF is preferred. Client will receive a digital proof via email prior to print.

Resolution and Image FormatsAll placed images (TIFF, JPEG, EPS formats), Photoshop files or PDFs must be at least 300 DPI.

Acceptable Program Files

InDesign, Photoshop, Illustrator, High-resolution, pressready PDF files

Ad Proofs

Advertiser is responsible for approving digital proofs or requesting specific changes. Ads approved are considered final. Buy Fresh Buy Local and the designer/printer are not responsible for errors missed by advertiser in proofing

process. Color of digital proofs provided are not exact and may vary upon production.

Artwork Rates

Please contact Margaret if you need an ad designed.

Payments

Payment is required in full prior to final ad placement. Payment must be received no later than March 15, 2024. Contact buylocalnebraska@unl.edu for instructions on how to submit payment

Send Artwork to

Email <u>buylocalnebraska@unl.edu</u> to coordinate the sending of artwork.

AD RATES

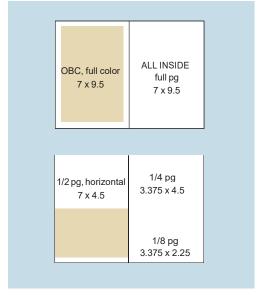
Dimensions and Ad Space Rate-BFBLN Members

Ad Size/Color	Width	Height	Rate
1/8 page, full color	3.375"	2.25"	\$200
1/4 page, full color	3.375"	4.5"	\$325
1/2 page, full color, horizontal	7"	4.5"	\$650
Full page, full color	8"	10.375"	\$1,000
Full page, IFC, full color	8"	10.375"	\$1,200
Full page, IBC, full color	8"	10.375"	\$1,200
Full page, OBC, full color	8"	10.375"	\$1,500

Dimensions and Ad Space Rate-Non-BFBLN Members

Your business doesn't fit the criteria, but you support BFBLN, the local food movement and family farmers.

	Ad Siza/Calar				
Ad Size/Color	Width	Height	Rate		
	1/8 page, full color	3.375"	2.25"	\$525	
	1/4 page, full color	3.373	2.23	φ323	
	, ,	3.375"	4.5"	\$650	
	1/2 page, full color, horizontal	7"	4.5"	\$975	
	Full page, full color	1	4.5	φ975	
		8"	10.375"	\$1,325	
	Full page, IFC, full color	8"	10.375"	\$1.525	
	Full page, IBC, full color	O	10.575	φ1,323	
		8"	10.375"	\$1,525	
Full page, OBC, full color	8"	10.375"	\$1.825		
		0	10.575	φ1,020	



Buy Fresh Buy Local has the right to hold the advertiser and/or its agency jointly liable for amounts due and payments for advertising space and artwork contracted and for any associated collection fees incurred by the publisher.

BUY FRESH