

RATE CARD

A Publication Of The Alabama Farmers Federation

NEIGHBORS

Neighbors (circulation more than 55,000) and **Neighbors (expanded)** (circulation more than 350,000) can help you reach the target audience you've been searching for. With great coverage and reasonable rates, let our publications make the most of your marketing dollar.

Loyal Readership

- ▷ 88 percent of *Neighbors* readers have read at least the last four issues.
- ▷ 73 percent of *Neighbors (expanded)* readers have read at least three of the last four issues.
- ▷ Among Alabama Farmers Federation members, *Neighbors* and *Neighbors (expanded)* have higher regular readership than *Southern Living*, *Alabama Living*, *Progressive Farmer*, *Garden and Gun*, and *Cooperative Farming News*.

Active Readership

- ▷ 73 percent of *Neighbors* readers took action based on an advertisement or article.
- ▷ 65 percent of *Neighbors (expanded)* readers took action based on an advertisement or article.

Bonus Circulation

- ▷ 66 percent of *Neighbors* readers share their magazine with at least one other reader.
- ▷ 50 percent of *Neighbors (expanded)* readers share their magazine with at least one other reader.

Property Ownership

- ▷ Primary Resident: 91 percent
- ▷ Lawn/Garden Equipment: 87 percent
- ▷ Pickup Truck: 73 percent
Neighbors, 83 percent
Neighbors (expanded), 69 percent
- ▷ Tractor/Farm Equipment: 44 percent
Neighbors, 73 percent
Neighbors (expanded), 34 percent
- ▷ ATV: 44 percent
Neighbors, 53 percent
Neighbors (expanded), 38 percent

Travel Destinations in last 12 months

- ▷ Beach: 66 percent
- ▷ Mountains or Camping: 50 percent
- ▷ Sporting Events: 50 percent
- ▷ Historical Sites: 46 percent
- ▷ Theme Parks: 28 percent

Hobbies and Interests

- ▷ Reading for pleasure: 84 percent
- ▷ Cooking: 89 percent
- ▷ Gardening: 72 percent
- ▷ Fishing or Hunting: 59 percent
- ▷ Crafts: 53 percent
- ▷ Boating: 50 percent



Demographics

Neighbors

- ▷ Average age: 61
- ▷ Gender: 48 percent male
52 percent female
- ▷ Average income above \$50,000: 58 percent

Neighbors (expanded)

- ▷ Average age: 53
- ▷ Gender: 29 percent male
71 percent female
- ▷ Average income above \$50,000: 62 percent

Pets and Livestock

- ▷ Dogs: 65 percent
- ▷ Cats: 34 percent
- ▷ Cattle: 14 percent
Neighbors, 26 percent
Neighbors (expanded), 10 percent
- ▷ Horses: 9 percent
Neighbors, 14 percent
Neighbors (expanded), 7 percent

Planned Purchases

- ▷ Tools: 49 percent
- ▷ Lawn/Garden Equipment: 32 percent
- ▷ Automobile: 18 percent
- ▷ Computer: 20 percent
- ▷ Real Estate: 11 percent
- ▷ Tractor/Farm Equipment: 16 percent
Neighbors, 26 percent
Neighbors (expanded), 12 percent
- ▷ ATV: 6 percent

Recent Purchases

- ▷ Internet: 67 percent
- ▷ Mail Order: 45 percent
- ▷ Phone: 38 percent

CONTACT INFORMATION

ADVERTISING SALES

Ben Shurett

19337 Scenic Highway

Mentone, AL 35984

(256) 997-7922

BenShurett.alfafarmers@gmail.com

MATERIALS CONTACT

Marlee Moore, Editor

Alabama Farmers Federation

2108 East South Boulevard

Montgomery, AL 36116

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MMoore@AlfaFarmers.org

Copy and Contract Regulations

- (a) All advertisements are subject to publisher’s approval.
- (b) No alcohol, tobacco or other advertising deemed offensive or substandard.
- (c) Ad position is at the discretion of the publisher. *
- (d) Ad files must be received on or before the closing date (1st day of month prior to publication). Cancellations and changes are not accepted after closing date.
- (e) Rates are subject to change upon publisher’s notice. Prevailing rates apply.
- (f) Advertiser will be required to pay standard production charges on non-camera-ready material.
- (g) Publisher is not responsible for errors in key numbers.
- (h) Publisher shall have the right to hold advertiser and/ or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- (i) Publisher assumes advertiser agrees to the conditions set forth in the rate card without further notice.

Rates & Specifications

*Cover Placement / Special Request Placements:

- ▷ Rates are 10 percent over the full page rate.

Discounts:

- ▷ 15 percent recognized agency commission for camera-ready copy only.

Mechanical Requirements

- ▷ **Digital ads required.** Please submit high-resolution PDF (x-1a) files with all fonts embedded.
- ▷ Supported software: Illustrator, PhotoShop and InDesign.
- ▷ Ads submitted in Word, Powerpoint, Publisher, etc. will NOT be accepted.
- ▷ Resolution must be 300 pixels-per-inch or higher.
- ▷ Images must be PDF, EPS, or TIFF formats.
- ▷ Colors may be RGB or CMYK. **Please DO NOT use INDEXED, LAB or SPOT colors.**
- ▷ Magazine trim size: 8 ¼" x 10 ¾"
- ▷ Bleeds must extend ½" beyond trim size on all sides.
- ▷ **There should be no printer marks (crop marks, color bars, bleed marks, etc.) within the bleed area.**
- ▷ Maintain ½" margin between the trim and live matter on Full Page and Two-Page Spread ads that bleed.
- ▷ Proofs and color keys may be submitted for color accuracy.
- ▷ Please include all fonts and supporting graphics if submitting Illustrator, Photoshop or InDesign files. All fonts must be styled as PLAIN. Do not apply attributes such as BOLD or ITALIC at the application level.
- ▷ Email Ad Files to:
 - Ben Shurett: BenShurett.alfafarmers@gmail.com or
 - Marlee Moore: MMoore@AlfaFarmers.org

Ad Rates / Standard Readership

Neighbors / 55,000	1X	2X	4X	8X
Full Page	\$2,520	\$2,390	\$2,270	\$2,135
2/3 Page	\$1,895	\$1,800	\$1,705	\$1,610
1/2 Page	\$1,440	\$1,360	\$1,285	\$1,215
1/3 Page	\$1,130	\$1,070	\$1,025	\$955
1/4 Page	\$905	\$850	\$815	\$760
1/6 Page	\$595	\$570	\$550	\$525
1/12 Page	\$320	\$300	\$280	\$265
Column Inch	\$130	\$125	\$115	\$110

Ad Rates / Expanded Readership

Neighbors / 350,000	1X	2X	3X	4X
Full Page	\$6,252	\$5,947	\$5,649	\$5,395
2/3 Page	\$4,691	\$4,485	\$4,269	\$3,998
1/2 Page	\$3,529	\$3,406	\$3,212	\$3,018
1/3 Page	\$2,766	\$2,655	\$2,541	\$2,362
1/4 Page	\$2,244	\$2,138	\$1,973	\$1,801
1/6 Page	\$1,481	\$1,395	\$1,302	\$1,221
1/12 Page	\$802	\$745	\$698	\$645
Column Inch	\$316	\$286	\$273	\$258

Ad Sizes / Measurements in Inches

Size	Width	Height
Full Page / Live Area <i>Keep all type within this area even on full bleed ads.</i>	7.25	9.75
Full Page Trim Size	8.25	10.75
Full Page Trim Size <i>Plus Bleed</i>	8.50	11.00
Two-Page Spread Trim Size	16.50	10.75
Two-Page Spread Trim Size <i>Plus Bleed</i>	16.75	11.00
Two-Thirds Page	4.75	9.75
Half Page	7.25	4.75
Third Page	4.75	4.75
Quarter Page	3.50	4.75
Sixth Page	2.25	4.75
Twelfth Page	2.25	2.25
Column Inch	2.25	1.00