

edible SHASTA-BUTTE

2016
ad specs, rates and
deadlines

Edible Shasta-Butte is a quarterly magazine that promotes the abundance of local foods in the northern central valley of California, including Butte, Glenn, Shasta, Tehama, Trinity, and Siskiyou counties. We tell the stories of local farmers, food artisans, gardeners, chefs, and restaurants, and we highlight seasonal fruits and vegetables. In this way, we encourage readers to create and support our local, sustainable and resilient food system and businesses related to it.

AD	DIMENSIONS (width by height)	COST per issue		
		1 issue	2 issues	4 issues
Ninth Page	2.25" x 3.0625"	\$280	\$245	\$220
Eighth Page	3.75" x 2.175" (horizontal)	\$300	\$260	\$230
Sixth Page	2.175" x 4.75" (vertical)	\$360	\$315	\$280
Quarter Page	3.75" x 4.75"	\$450	\$390	\$350
Half Page	7.5" x 4.75" (horizontal) 3.75" x 9.5" (vertical)	\$720	\$625	\$560
Full Page	7.50" x 9.50"	\$1,200	\$1,045	\$935
Inside Covers	8.375" x 10.875" (+ 1/8" bleeds all around)	\$1,500	\$1,310	\$1,170
Back Cover	8.375" x 10.875" (+ 1/8" bleeds all around)	\$1,640	\$1,425	\$1,270

AD SPECS: Resolution for ads is 300 dpi, color mode CMYK. PDF is the preferred file format for submission. Please make sure your ad has the correct dimensions. Call or e-mail us prior to the ad deadline and we will be happy to answer any questions.

CREATIVE AND PRODUCTION SERVICES AVAILABLE. ASK FOR RATES.

Important Dates	Fall	Winter	Spring	Summer
Ad Deadline*:	August 15	November 1	February 21	May 21
Publication Date:	September 15	December 1	March 20	June 21

*Space reservation, contract, ad artwork, and payment (for new advertisers) due.

Advertising Order Form

Name: _____ Business Name: _____

Business Address: _____

Phone: _____ e-mail: _____ Ad size: _____ Ad Cost: _____

Number of times to run: _____ Signature: _____ Date: _____

Special Notes:

Payment is due upon signing this order. Please make check payable to Edible Shasta-Butte.

For information call or email Shelly Mariposa, 530.891.8204 or 530.570.3659 and shellymariposamarketing@gmail.com.

You can also contact Edible Shasta-Butte at 530.345.9509; info@edibleshastabutte.com.