

CIRCULATION: 109,000

	1x	3x	6x	9x	12x
Fourth Cover	\$2,745	\$2,605	\$2,480	\$2,350	\$2,235
Second Cover	2,665	2,535	2,410	2,290	2,175
Third Cover	2,595	2,460	2,340	2,220	2,110
Full Page	2,520	2,390	2,270	2,135	2,010
2/3 Page	1,895	1,800	1,705	1,610	1,520
1/2 Page	1,440	1,360	1,285	1,215	1,140
1/3 Page	1,130	1,070	1,025	955	905
1/4 Page	905	850	815	760	685
1/6 Page	595	570	550	525	495
1/12 Page	320	300	280	265	240
Col. Inch	130	125	115	110	105

CLASSIFIED – \$2.00 per word with 10 word minimum. Payable in advance.

COLOR

2nd color (PMS)	\$400
3rd color (PMS)	\$550
4th color (Process)	\$750

COMBINATION DISCOUNT

15% discount *FRIENDS & FAMILY* rates when you advertise in both *FRIENDS & FAMILY* and *NEIGHBORS*.

Advertisements must be same size unit or equal space and run within 3-month period in both publications.

OTHER DISCOUNTS

15% discount on display mail order ads.

AGENCY COMMISSION

15% to recognized agencies. No cash discounts.

MARKET PLACE POSITIONING

3x Advertisers receive placement on Internet Market Place at www.alfafarmers.org.

PRODUCTION CHARGES

Ad layout design & typesetting available. Consult publisher for pricing.

COPY AND CONTRACT REGULATIONS

- All advertisements are subject to the publisher's approval.
- Ad position is at the discretion of the publisher. Orders specifying position other than covers are treated as request only unless **preferred position rate of 10 percent** is specified.
- Copy must be received before or by closing date. Cancellations and changes are not accepted after closing date.
- Rates are subject to change upon publisher's notice. Prevailing rates apply.
- Advertiser will be required to pay standard production charges on non-camera ready material. Publisher shall use his discretion in type of style selected for the preparation of material unless specified by advertiser.
- Publisher is not responsible for errors in key numbers.
- 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.
- Publisher assumes advertiser agrees to the conditions set forth in the rate card without further notice.

MECHANICAL

A. Trim Size - 8-1/4 x 10-3/4 inches

B. Measurements:

Page Size	7-1/4 x 9-3/4
Two Page Spread	15-1/2 x 9-3/4
2/3 Page	4-5/8 x 9-3/4
1/2 Page	7-1/4 x 4-3/4
1/2 Page Island	4-3/4 x 7-1/4
1/3 Page	2-1/4 x 9-3/4
1/3 Page	4-3/4 x 4-3/4
1/4 Page	3-1/2 x 4-3/4
1/6 Page	2-1/4 x 4-3/4
1/12 Page	2-1/4 x 2-1/4

Column width - 13-1/2 picas; 2-1/4 inches wide; 3 columns per page

MECHANICAL REQUIREMENTS

Film - offset negatives right emulsion down.

Mechanicals - camera ready with type and glossy photos.

Positioning - all film should contain crop marks. Color film should also incorporate register marks. When not in the film, positioning marks should be shown on a copy or progressive proof.

Bleeds - must extend 1/8" beyond trim lines.

Non-Bleeds - live matter should not extend to within 1/4" of trim line.

Reflective Copy - should be marked for scale, crop marks for position and any other information needed for the proper printed result.

Screen Values - 133 to 150 line.

Tone Values - Four-color film should be made with undercolor removal for a total density not to extend 280% with any single color not exceeding 85%.

Densitometer Readings - Progressive proof solid color bar readings should be: Yellow .95; Red 1.25; Blue 1.30; and Black 1.50.

Proofing - Should be offset on stock comparable to that used in the production run utilizing offset inks matching SWOP standards. Four-color side-to-side wet proofing is recommended. Progressive proof should contain slur, bars, dot gain scale and solid bars. Special matched colors should correspond to the Pantone Matching System.

DIGITAL ADVERTISING SPECIFICATIONS

File Preparation

- All files must be composite page layouts ready for output.
- Acceptable software programs: QuarkXpress 6.0, Adobe Photoshop, Adobe Illustrator, Adobe PDF (high-res only).

Artwork

- Include all high-resolution artwork on your disk.
- Minimum resolution requirements: 300 dpi photo scans, 1200 dpi line art.
- Acceptable file formats: EPS, TIFF, PDF and native Quark files.
- *For best results: scale, crop/or rotate your graphic images in a program like Photoshop before importing them into your layout program.*

Fonts

- All fonts must be PostScript compatible. NO TruType fonts may be used.
- Both screen and printer fonts must be included on your disk.
- All fonts must be styled as PLAIN. Do not apply attributes such as **BOLD** or *ITALIC* at the application level.

Disk/Media

- 100 mb ZIP disk, CD or email to: jhelms@alfafarmers.org

Ship Materials To:

Jeff Helms, Editor
Neighbors Magazine
 2108 E. South Blvd.
 Montgomery, AL 36116
 Phone: (334) 613-4212 Fax: (334) 284-3957

Inserts available on request.

Bleed Charge - None

CIRCULATION: 345,000

	1x	2x	3x	4x
Fourth Cover	\$4,075	\$3,875	\$3,680	\$3,490
Second Cover	3,960	3,765	3,575	3,395
Third Cover	3,845	3,655	3,470	3,300
Full Page	3,735	3,560	3,380	3,255
2/3 Page	2,800	2,685	2,565	2,390
1/2 Page	2,095	2,045	1,925	1,805
1/3 Page	1,640	1,585	1,520	1,410
1/4 Page	1,340	1,285	1,165	1,050
1/6 Page	885	825	760	705
1/12 Page	480	445	420	380
Col. Inch	185	165	160	150

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