

AWARD WINNING NEWSPAPER

AD RATES



FARMER & RANCHER

The Newspaper for Every Generation

Serving Florida and South Georgia



877-956-4098
7270 Kyle Court
Sarasota, FL 34240

Visit our website at
www.farmerandrancher.com



FARMER & RANCHER™

Display Advertising

Open Rate..... **\$19.80** per column inch

Column Inches	3 Month Rate	6 Month Rate	12 Month Rate
2" - 19"	5% discount - \$18.78	10% discount - \$17.82	15% discount - \$16.80
20" - 39"	10% discount - \$17.82	15% discount - \$16.80	20% discount - \$15.60
40" - 59"	15% discount - \$16.80	20% discount - \$15.60	25% discount - \$14.88
60" - 80"	20% discount - \$15.60	25% discount - \$14.88	30% discount - \$13.92

Prices are per column inch

Discounts apply only when payment is made within 30 days of billing.

Classified Advertising

Up to 20 words..... **\$19.50**
 Each additional word..... **25¢**
 Add a photoadditional **\$5.00**

www.farmerandrancher.com

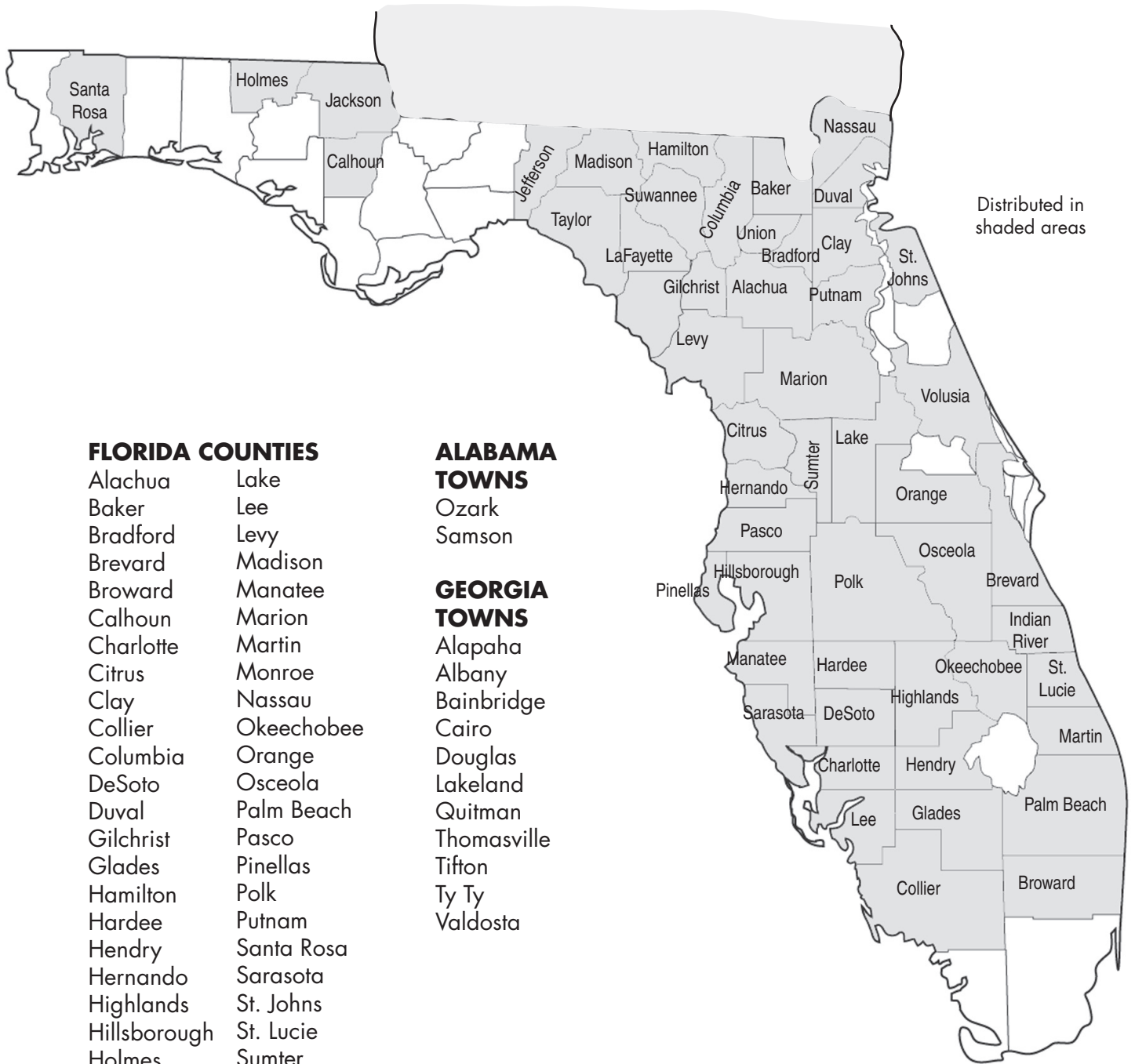
Free set-up and artwork on all ads

We Accept:





FARMER & RANCHER



Distributed in shaded areas

FLORIDA COUNTIES

- | | |
|--------------|------------|
| Alachua | Lake |
| Baker | Lee |
| Bradford | Levy |
| Brevard | Madison |
| Broward | Manatee |
| Calhoun | Marion |
| Charlotte | Martin |
| Citrus | Monroe |
| Clay | Nassau |
| Collier | Okeechobee |
| Columbia | Orange |
| DeSoto | Osceola |
| Duval | Palm Beach |
| Gilchrist | Pasco |
| Glades | Pinellas |
| Hamilton | Polk |
| Hardee | Putnam |
| Hendry | Santa Rosa |
| Hernando | Sarasota |
| Highlands | St. Johns |
| Hillsborough | St. Lucie |
| Holmes | Sumter |
| Indian River | Suwannee |
| Jackson | Taylor |
| Jefferson | Union |
| LaFayette | Volusia |

ALABAMA TOWNS

- Ozark
- Samson

GEORGIA TOWNS

- Alapaha
- Albany
- Bainbridge
- Cairo
- Douglas
- Lakeland
- Quitman
- Thomasville
- Tifton
- Ty Ty
- Valdosta

CIRCULATION:

20,000

DEADLINE:

22nd of each month prior to publication



FARMER & RANCHER

All ad frames are actual size (some distortion may occur during faxing).
 For more information visit www.farmerandrancher.com
 or call 877-956-4098

2 columns

4-1/8"

Business Card Size Ad	
2 columns x 2"	
Per month	
\$79.20	per month 1 month
\$75.12	per month 3 months
\$71.28	per month 6 months
\$67.20	per month 12 months

2 columns x 2-1/2"	
1/16 page	
Per month	
\$99.00	per month 1 month
\$93.90	per month 3 months
\$89.10	per month 6 months
\$84.00	per month 12 months

2 columns x 3"	
Per month	
\$118.80	per month 1 month
\$112.68	per month 3 months
\$106.92	per month 6 months
\$100.80	per month 12 months

Classified advertising:

up to 20 words **\$19.50**

25¢ each additional word.

Add a photo to your classified for an additional \$5 (\$24.50 total)



FOR SALE:

10+ Horses for sale. Registered Quarter horses, cutting horses, and more. Start at \$1,200 up. Call Jodi 904-266-4339.

2"	
1 column x 1"	
\$19.80 per month	
<i>No discounts</i>	

1 column x 2"	
Per month	
\$39.60	per month 1 month
\$37.56	per month 3 months
\$35.64	per month 6 months
\$33.60	per month 12 months

1 column x 3"	
Per month	
\$59.40	per month 1 month
\$56.34	per month 3 months
\$53.46	per month 6 months
\$50.40	per month 12 months

2 columns

← 4-1/8" →

2 columns x 4"	
Per month	
\$158.40 per month 1 month	
\$150.24 per month 3 months	
\$142.56 per month 6 months	
\$134.40 per month 12 months	

2 columns x 5"	
1/8 page	
Per month	
\$198.00 per month 1 month	
\$187.80 per month 3 months	
\$178.20 per month 6 months	
\$168.00 per month 12 months	

3 columns
6-1/4"

3 columns x 3"		
Per month		
\$178.20	1 month	
\$169.02	3 months	
\$160.38	6 months	
\$151.20	12 months	

3 columns x 4"		
Per month		
\$237.60	1 month	
\$225.36	3 months	
\$213.84	6 months	
\$201.60	12 months	

3 columns
6-1/4"

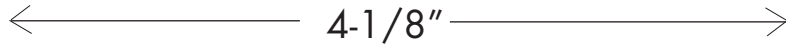


1/4 page
3 columns x 6.67"

Per month	
\$396.00	1 month
\$375.60	3 months
\$356.40	6 months
\$336.00	12 months

2 columns

4-1/8"



1/4 page
2 columns x 10"

Per month	
\$396.00	1 month
\$375.60	3 months
\$356.40	6 months
\$336.00	12 months

1/2 page

5 columns (10-5/8") x 8"

or

4 columns (8-1/2") x 10"

or

3 columns (6-1/4") x 13-1/2"

Per month	
\$792.00 per month	1 month
\$672.00 per month	3 months
\$624.00 per month	6 months
\$595.20 per month	12 months

Full page

5 columns (10-5/8") x 16"

Per month	
\$1,584.00 per month	1 month
\$1,248.00 per month	3 months
\$1,190.40 per month	6 months
\$1,113.60 per month	12 months

Column Widths

1 Column	2" (12 picas)
2 Columns	4-1/8" (25 picas)
3 Columns	6-1/4" (38 picas)
4 Columns	8-1/2" (51 picas)
5 Columns	10-5/8" (64 picas)

