

# The County Agent

## ADVERTISING RATE SCHEDULE - 2024-2025

Circulation: 5,000 (Active Members Print copies 2300, Digital 1350)

(Life Members- 150 Print copies, Digital - 1200Avg.)

Published 4 times per year.

### Display Advertising Rates:

Rates are based on 2-color (1-color ads will be billed at the same 2-color rate),

*4-color rates also listed*

SIZE	COST (2-color) (NET)	(4-color cost) (NET)
Full Page	\$1100	\$1650
1/2 Page	\$700	\$1150
1/3 Page	\$600	\$850
1/4 Page	\$500	\$700

Inserts: \$3500

**Classified Advertising Rates:** Classifieds are accepted - minimum \$75/ad (30 words)- Each additional word above 30 \$2/word.

Non-Profit Rates - Less 20% of published NET rates

NACAA State Association - Less 50% of published NET rates

Land Grant Universities - Less 35% of published NET rates (Display ads only)

### NACAA Donor Discounts

\$1,000 Donor Level - 5% discount off NET rate

\$2,500 Donor Level - 6% discount off NET rate

\$5,000 Donor Level - 7% discount off NET rate

\$10,000+ Donor Level - 10% discount off NET rate

### Multiple Ad Discount:

Discount for 2 consecutive issues - 5% off NET rate

Discount for 3 consecutive issues - 7% off NET rate

Discount for 4 consecutive issues - 10% off NET rate

### Production Schedule for 2024-2025

Ad submission deadline	Mail Date
11/15/2024	12/28/2024
3/1/2025	3/24/2025
5/10/2025	6/1/2025
9/25/2025	10/15/2025

### Mechanical Requirements:

***This publication is printed direct to plate - so electronic submissions are preferred. We can accept PC and MAC files, EPS images preferred. Also accepted are Pagemaker, Quark, and Photoshop files.***

Trim size: 8 3/8" x 10 7/8" - Bleed size: 8 3/4" x 11 1/4"

All advertising is subject to approval of publisher. Publisher/NACAA assumes no responsibility for errors beyond cost of advertising space.

Contact NACAA at (217) 794-3700 for further information \* NACAA 6584 W. Duroc Road, Maroa, IL 61756

## **Internet Advertising Opportunities**

Looking to promote your University job openings - and need to get the message out sooner than can be accomplished by advertising in The County Agent? Here's an additional opportunity the NACAA has for you.

### **Advertising your position opening at**

**[www.nacaa.com](http://www.nacaa.com)**

Only available at this time for Land Grant Universities

**30 days listing**

\$100

**60 day listing**

\$150

**90 day listing**

\$200

To submit a job opening/position announcement - please send either a Word, Word Perfect, or PDF file to [nacaaemail@aol.com](mailto:nacaaemail@aol.com) and we will contact you regarding invoice/billing information.

Announcements are limited to a 3 page document. If you have multiple job listings that need to be advertised that exceed the 3 page limit - please contact NACAA at (217) 794-3700 or [nacaaemail@aol.com](mailto:nacaaemail@aol.com) to discuss options available.