

The County Agent

ADVERTISING RATE SCHEDULE - 2020-2021

Circulation: 3867, (Print copies 2919, Digital 948 - Avg.). 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 2020-2021

Ad submission deadline	Mail Date
11/15/2020	12/28/2020
3/1/2021	4/24/2021
5/1/2021	5/20/2021
9/25/2021	10/25/2021

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

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 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 to discuss options available.