

ESTABLISHED 1917 A CENTURY OF SERVICE

FARMERS AND CONSUMERS

MARKET BULLETIN

GEORGIA DEPARTMENT OF AGRICULTURE • GARY W. BLACK, COMMISSIONER

Advertising Information and Rate Card

2021

Ad reservations are due by noon, two weeks prior to publication date desired. Artwork is due by close of business the following Monday.

Publication Schedule

January 13

January 27

February 10

February 24

March 10

March 24

April 7

April 21

May 5

May 19

June 2

June 16

June 30

July 14

July 28

August 11

August 25

September 8

September 22

October 6

October 20

November 3

November 17

December 1

December 15

December 29

For more than a century, the Farmers and Consumers Market Bulletin has served as a resource for Georgians seeking to buy, sell or trade everything from tractor implements and combines to bees and blueberries. With the addition of targeted news coverage of issues important to Georgia's \$74 billion agriculture industry, the Market Bulletin continues to serve as the go-to source for Georgians from all walks of life with ties to or an interest in farming and agribusiness.

The Market Bulletin is published every two weeks by the Georgia Department of Agriculture. The paper is mailed and offered electronically through our website — agr.georgia.gov — to approximately 40,000 subscribers who pay \$10 per year for the paper. A portion of our subscriber base resides outside of Georgia — primarily in the border states of Florida, Alabama, Tennessee and the Carolinas.

Thousands of complimentary copies of the paper are distributed annually to a diverse audience by our Georgia Grown Marketing Team at promotional events such as the Savannah Food and Wine Festival, the Georgia National Fair in Perry and the Sunbelt Agricultural Expo in Moultrie.

Subscribers submit an average of 1,000 classified ads per issue, and we partner with the Mercer University School of Medicine, the Georgia Forestry Commission, the University of Georgia College of Agricultural and Environmental Sciences and others to provide targeted, relevant editorial content for growers and consumers throughout Georgia.



Advertising Rate Plan

	Full page <u>10.375" x 13.625"</u>	Half page <u>10.375" x 6.75" (H)</u> <u>5.125" x 13.625" (V)</u>	Quarter page <u>10.375" x 3.3125" (H)</u> <u>5.125" x 6.75" (V)</u>	Eighth page <u>5.125" x 3.3125" (H)</u>
Single Issue	\$1000	\$600	\$300	\$200
6 Issues (10% savings)	\$5,400	\$3,240	\$1,620	\$1,080
13 issues (20% savings)	\$10,400	\$6,240	\$3,120	\$2,080
26 issues (40% savings)	\$15,600	\$9,360	\$4,680	\$3,120

