

# Advertising Rates

Edition 2, 2018 (Fall/Winter)



California League of Food Producers Magazine

Formerly called News & Views, the California Food Producer magazine is published in the spring and fall by the California League of Food Producers (CLFP.) Each issue has a specific theme and features interviews, articles and updates on industry issues and CLFP activities. Distribution is 1,000+ to food processors throughout California and beyond. The fall/winter edition also will be distributed to the expected 2,800+ attendees at CLFP's Food Processing Expo 2019 in February in Sacramento. To purchase an ad visit <https://my.clfp.com/Shop/Advertising>. Questions? Contact Lisa Jager at [lisa@clfp.com](mailto:lisa@clfp.com) or at (916) 640-8150.

<input type="checkbox"/> 2 Page Spread	\$1400
Bleed: 17" x 11.125"	
Live: 16.75" x 10.875"	
<input type="checkbox"/> Full Page	\$900
Bleed: 8.625" x 11.125"	
Live: 8.375" x 10.875"	
<input type="checkbox"/> 1/2 Page Spread	\$950
Bleed: 17" x 5.6875"	
Live: 16.75" x 5.4375"	
<input type="checkbox"/> 1/2 Page (Horizontal)	\$600
7.375" x 4.6875"	
No Bleed	
<input type="checkbox"/> 1/2 Page (Vertical)	\$600
3.5" x 9.875"	
No Bleed	
<input type="checkbox"/> 1/4 Page	\$400
3.5" x 4.8125"	
No Bleed	
<input type="checkbox"/> Business Card	\$250
3.5" x 2"	
No Bleed	

## Advertisement Specifications

Publication printed with 100% vegetable based inks at 200 line screen. Saddle stitch with final trim size of 8.375" x 10.875". FSC certified printer and stock. Advertisements will be printed in full color. You may submit ads in the following formats:

- .pdf, .eps, .psd, .indd, .ai, .tiff
- 300 dpi or higher resolution artwork preferred

Email your artwork to: Lisa Jager, [lisa@clfp.com](mailto:lisa@clfp.com)

## Additional Rates:

Prime Ad Space (Full-Page ads only)	\$200
<input type="checkbox"/> Front Inside Cover - <b>NA Sold</b>	
<input type="checkbox"/> Back Inside Cover	
<input type="checkbox"/> Back Cover - <b>NA Sold</b>	
<i>Prime ad space is reserved on a first-come, first-served basis with previous publication's cover advertisers given first option for prime ad placements.</i>	