

TRENDS® 2023

in Agricultural Land and Lease Values

RATE CARD

Since 1990, The California Chapter, ASFMRA has been providing land and lease value information on rural properties through its *Trends® in Agricultural Land & Lease Values* report. Covering the states of California and Nevada, *Trends®* is an invaluable resource tool for the agribusiness industry. The annual full color publication is available in both print and electronic formats and offers in-depth historical graphs and charts along with commodity information and comprehensive editorial coverage. The electronic version of the report includes direct hyperlinks for the reader via the table of contents as well as to sponsor ads from the ad directory. Readers can also access sponsor web sites or contact information directly from their ads included throughout the publication. The data included in the *Trends®* report is compiled by experts who work in the field day-to-day where they experience first hand valuation changes and the reasons behind them.

SPACE IS LIMITED

In our efforts to maintain a balanced ratio of editorial and sponsorships, space is limited.

RESERVE TODAY!

(see next page for contract)

DEADLINE: January 6, 2023

Publish Date: March 2023

**For more information, contact
Suzie Roget (209) 368-3672**

DISTRIBUTION

Each year, new readers are exposed to *Trends®* through the California Chapter's targeted effort to reach investors, business, financial entities, real estate professionals and more. With over 1,500 printed copies in circulation in addition to the hundreds of copies sold electronically, the demand for *Trends®* continues to increase year after year.

Trends® in Agricultural Land & Lease Values is the only publication intent on providing extensive, accurate land and lease value data for rural properties in California and Nevada. As a widely respected resource for the industry, it is an excellent vehicle to promote your business or service.

TRENDS® USERS

- Accountants
- Agribusiness Conference Attendees
- Agricultural Groups
- Agricultural Assessors
- Agricultural Commissioners
- Appraisers • Attorneys
- Commercial Agribusiness Operations
- Commodity Organizations
- Consultants • Corporations
- County Farm Bureaus
- Educators • Engineering Firms
- Farm Managers • Farm Service Agencies
- Farmers & Ranchers • Financial Advisors
- Government Agencies • Investors
- Land Trusts Lenders
- Real Estate Brokers • Students

Published each spring by the

California Chapter
ASFMRA
Western Ag Professionals



SPONSORSHIP SPECIFICATIONS

	width by height (size in inches)	rate
Business Card	3.50 x 2.00	\$ 440
Quarter Page	3.50 x 4.75	\$ 850
Third Page Horizontal	7.25 x 2.75	\$1,100
Third Page Vertical	2.75 x 7.00	\$1,100
Half Page	7.25 x 4.75	\$1,500
Full Page (inside, no bleed)	7.25 x 9.75	\$2,400
Inside Front Cover (no bleed)	7.25 x 10.50	\$3,000
Inside Back Cover (no bleed)	7.25 x 10.50	\$3,000
Inside Front Cover (bleed)*	8.50 x 11.00	\$3,000
Inside Back Cover (bleed)*	8.50 x 11.00	\$3,000
<i>*BLEED: Build in at least .125" bleed for three sides (top, bottom, outside). Remember to center your text accordingly. Please see the next page for a diagram for designing your ad that allows for a perfect bind gutter of up to .25"</i>		
Back Cover (no bleed)	8.00 x 10.50	\$3,500
Back Cover (bleed)**	8.50 x 11.00	\$3,500
<i>**BLEED: Build in at least .125" bleed for all 4 sides</i>		

FILE REQUIREMENTS

Acceptable files: JPG*, TIF, EPS or PDF.
 Your Ad and ALL PHOTOS must be CMYK and 300 dpi. Embed fonts or create outlines when creating an EPS. For creating a PDF: use preset Press Quality.
Double check your ad size before submitting!
 If using an Agency, please share these specifications.
 We offer Graphic Design services.

*JPG file (@300dpi) will be converted to a TIF for placement.

Questions: (209) 368-3672 • info@calasfmra.com

DEADLINE

Space Reservation + Payment & Artwork

January 6, 2023

Placement of your ad is allocated on a first come, first serve basis

Mail

CA Chapter, ASFMR
 PO Box 838, Woodbridge CA 95258

Email

info@calasfmra.com

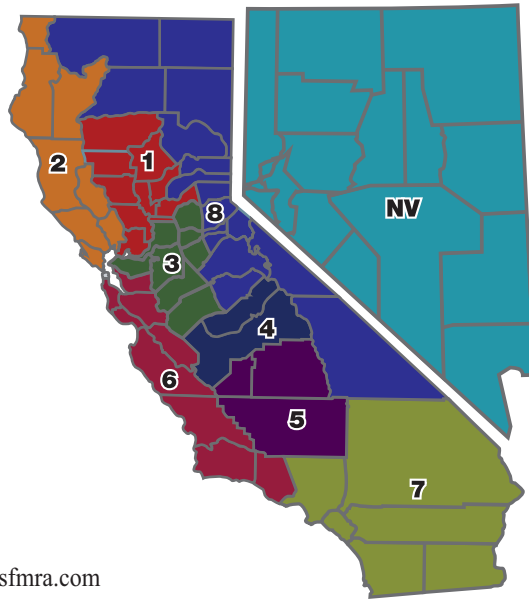
Save Time - Order On-line

www.calasfmra.com

PUBLISH DATE

March 2023

by the California Chapter, ASFMR



TRENDS® CONTRACT 2023

Advertising Sponsor _____ Contact Name _____

Address _____ City / State / Zip _____

() _____ Telephone (include area code please) _____ Email _____

Notes/Instructions; *Include either your website or email address for a hyperlink in the PDF*

Indicate preferred Region []

(See map above)

Please check correct box for 2023 artwork:

- REPEAT Ad 20____
 Emailing File

PAYMENT (Deadline January 6, 2023)

- VISA MasterCard Discover AmEx Check payable to: CA Chapter, ASFMR

Credit Card Number _____ Expires _____

Name on Card _____ CVV2 / CID _____

Billing Address for Card (if different from address listed above) _____

Signature _____

Please include payment with completed contract

2023 SPONSORSHIP

Size	Rate	Qty	Total
Business Card	\$ 440		\$
Quarter	\$ 850		\$
Third	\$ 1,100		\$
Half	\$ 1,500		\$
Inside Full Page	\$ 2,400		\$
Inside Front Cover	\$ 3,000		\$
Inside Back Cover	\$ 3,000		\$
Back Cover	\$ 3,500		\$ SOLD
TOTAL ENCLOSED			\$

Page trims to 8.5x11

