

TRENDS® 2024 RATE CARD

in Agricultural Land and Lease Values

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 3, 2024

PUBLISH DATE:

March 21, 2024

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.

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California Chapter
ASFMRA
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SPONSORSHIP SPECIFICATIONS

	width by height (size in inches)	rate
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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 3, 2024

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

MAIL

CA Chapter, ASFMRA
PO Box 838, Woodbridge CA 95258

EMAIL

info@calasfmra.com

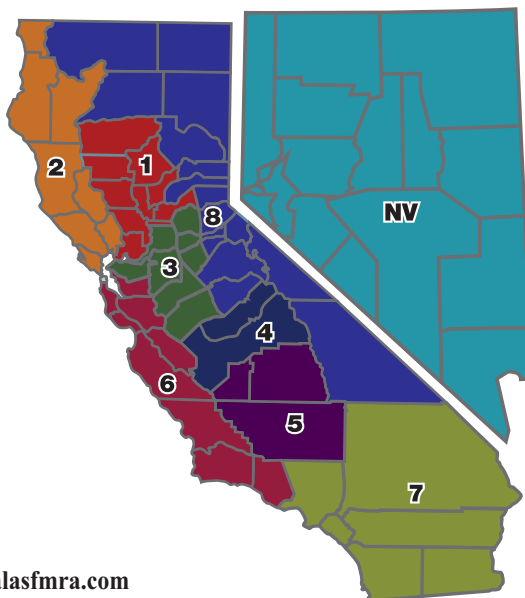
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www.calasfmra.com

PUBLISH DATE

March 21, 2024

by the California Chapter, ASFMRA



TRENDS® CONTRACT 2024

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Please check correct box for 2024 artwork:

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Please include payment with completed contract

2024 SPONSORSHIP

Size	Rate	Qty	Total
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Quarter	\$ 850		\$
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Inside Full Page	\$ 2,400		\$
Inside Front Cover	\$ 3,000		\$
Inside Back Cover	\$ 3,000		\$
Back Cover	\$ 3,500		\$ SOLD
TOTAL ENCLOSED			\$

