

# Small Farmer's Journal

## Advertising Rates 2020

*Small Farmer's Journal*, founded in 1976, is an award-winning, international agrarian quarterly with forty plus years of print history. The publication is dedicated to the preservation and support of small-scale agricultural pursuits and family farms. Our online accompaniment, [www.SmallFarmersJournal.com](http://www.SmallFarmersJournal.com), features daily posts from past issues of SFJ and is an excellent web resource.

### Print Advertising

Classified Rates: 50 cents per word for subscribers; 75 cents per word for non-subscribers. To have an entire ad in bold type, add \$2.50 per ad and specify with order.

Display Ads: **NOW IN FULL COLOR!** Display ad rates are determined by space. Please see the **Rates & Sizes** table. If you pay for a year's worth of space, you get a discount. Press Quality PDF files preferred, must include fonts, images, graphics. CMYK color space, photo resolution 300 dpi.

### Website Advertising

Your print ad comes with a free website ad that runs for the same quarter as the print ad (these are only available to those who advertise in the SFJ print edition). The web ad can link to a website or email of your choosing. All website ads are the same size in pixels: 800w x 400h. JPG is preferred (no animated GIFs). Please include your web ad when you submit your print ad. If needed, we can convert your print ad for \$25.

### Advertising Particulars

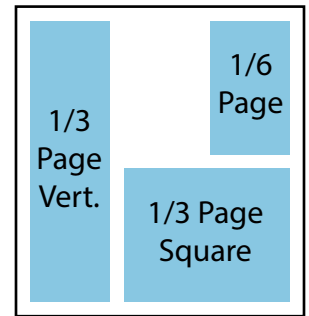
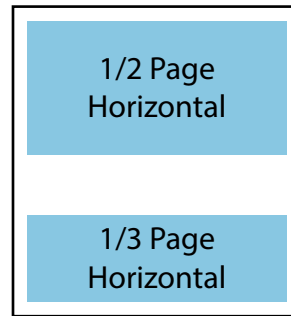
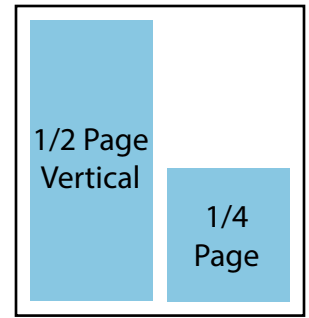
Print Circulation: 4,500 in USA, Canada, and many other countries

Readership: 20,000+

Web: 10,000+ unique visitors per month

Call for preferred position pricing. Printed photos sent to SFJ become the property of the publisher unless return is requested, accompanied by a self-addressed stamped envelope. Failure by SFJ to publish an ad, for any reason, does not subject SFJ to any liability whatsoever or otherwise give cause for any other claim against SFJ. SFJ's liability for any error or omission in a published ad will not exceed the cost of the ad. SFJ does not offer ad agency commissions or discounts. We do not send tearsheets for classified ads.

Conditions: SFJ Inc. reserves the right to reject advertising copy. All advertising copy must be clearly typed or printed. SFJ is not responsible for errors caused by unclear or unreadable copy.



## Rates & Sizes

Page Size	width x height	One Time	Four Times
Column Inch	2.75"w x ??h	\$30/in.	\$25/in.
1/6 Page	2.75"w x 4.625"h	\$150	\$130
1/4 Page	4.25"w x 4.625"h	\$250	\$175
1/3 Page H.	9"w x 3"h	\$350	\$255
1/3 Page V.	2.75"w x 9.75"h	\$350	\$255
1/3 Page Sq.	5.75"w x 4.625"h	\$350	\$255
1/2 Page H.	9"w x 4.625"h	\$500	\$345
1/2 Page V.	4.25"w x 9.75"h	\$500	\$345
Full Page	9"w x 9.75"h	\$925	\$800

In house graphic design and production services are available.

## Deadlines

We will let you know as soon as we know.

### Small Farmer's Journal

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