

CITRUS RESEARCH BOARD  
**Citrograph**  
MAGAZINE



2017 ADVERTISING RATES & SPECIFICATIONS  
**RESERVE TODAY!**

THERESA MACHADO-WAYMIRE • ADVERTISING ACCOUNTS MANAGER  
TMWAYMIRE@CITROGRAPHMAG.COM  
209.761.4444

OFFICIAL MAGAZINE OF  
CITRUS RESEARCH BOARD

## AD / PRINT SPECIFICATIONS

High-Resolution PDF (175 lpi/2400 dpi) files created using PDF-X1a settings are required. No film will be accepted.

**No WORD or PUBLISHER files can be accepted.**

All art must be CMYK

**(no RGB files accepted)**

No spot colors are accepted.

All fonts must be embedded or converted to paths or font substitution will occur.

Photos must be a minimum of

300 dpi at their original size.

\* For full bleed ads: Bleed is required on all sides. Keep all live matter 1" from trim and crop marks need to be set at least 1/4" from the trim so they are outside the bleed area.

**Files can be delivered on CD-ROM or uploaded directly to our design firm's FTP site. For specifics on FTP delivery, please contact Eric Cribbs, 559.308.6277 or graphics@citrographmag.com**

## NEED YOUR AD DESIGNED?

### ADVERTISING RATES INCLUDE:

Ad design services will be offered to advertisers at no additional charge – this includes one (1) original design and two (2) rounds of corrections. If advertiser exceeds this limit, overcharges of \$60 per hour, will be billed to the advertiser, per quarter (1/4) hour rate.

## ADVERTISING DEADLINES

### Winter 2017

**Nov. 11 Ad Reservations Due**

**Nov. 18 All Ad Materials Due**

*Mailed January 4, 2017*

### Spring 2017

**Jan. 27 Ad Reservations Due**

**Feb. 3 All Ad Materials Due**

*Mailed March 15, 2017*

### Summer 2017

**Apr. 14 Ad Reservations Due**

**Apr. 21 All Ad Materials Due**

*Mailed June 5, 2017*

### Fall 2017

**Aug. 11 Ad Reservations Due**

**Aug. 18 All Ad Materials Due**

*Mailed October 2, 2017*

CITRUS RESEARCH BOARD

# CITROGRAPH

MAGAZINE

## ADVERTISING RATES

### AD SIZES -ALL FULL COLOR

Full Page \$1,066

1/2 Page \$780

1/3 Page \$645

1/4 Page \$562

Citrus Marketplace: \$300

### PREMIUM AD SPACE

Inside Front Cover \$1,560

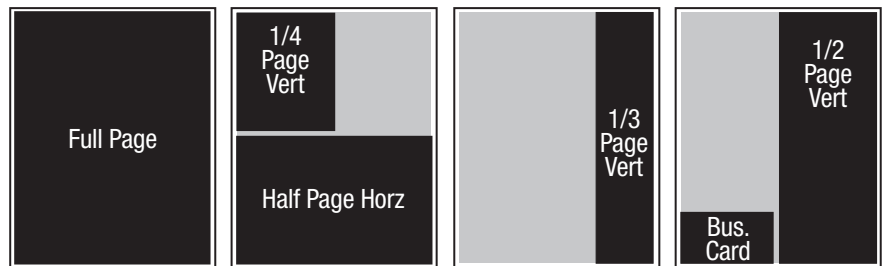
Adjacent to Inside Front Cover \$1,560

Inside Back Cover \$1,560

Outside Back Cover \$1,560

Center Fold \$3,120

4-Issues Per Year: Winter, Spring, Summer & Fall  
CIRCULATION: 5,000 PRINTED QUARTERLY



### Ad Specifications

Measurements are in inches (W x H)

Full Page: (Bleed) 8.875 x 11.375

Full Page: (No Bleed) 8 x 10.5

1/2 Page Horizontal: 7.375 x 4.875

1/2 Page Vertical: 3.625 x 9.875

1/3 Page Vertical: 2.375 x 9.875

1/4 Page Vertical: 3.625 x 4.875

Citrus Marketplace : 3.625 x 2.375

### Frequency Discounts

Frequency Discounts

2x – 5%

3x – 7%

4x – 10%

## PREFERRED FORMAT DISTILLED AS .PDF WITH OUTLINES AND PRESS SETTING

### Pre-Press Guidelines for Production

We accept digital files created in:

- Adobe Acrobat

E-Mail: graphics@citrographmag.com

### Fonts & Graphics Required:

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS files, TIFFs, PICTs, and Photoshop documents. Scanned

images for 4-Color process printing must be scanned at a resolution of 300 dpi. Scanned line art and type, even if they are in color must be scanned at 1200 dpi.

PC Warning: PC typefaces/fonts don't always work well on Mac systems. Please convert all type to outlines, curves, or paths.

# YES! Please Reserve My Space For Citrograph Magazine

FAX BACK TO: 866.936.4304

BUSINESS NAME: \_\_\_\_\_

CONTACT PERSON / TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY STATE ZIP CODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## Advertising Rates

AD SIZE	AD RATES	PREMIUM AD SPACE
Full Page	\$1,066	Inside Front Cover \$1,560 Adjacent to Inside Front Cover \$1,560
1/2 Page	\$780	Inside Back Cover \$1,560 Outside Back Cover \$1,560
1/3 Page	\$645	Centerfold \$3,120
1/4 Page	\$562	
Citrus Marketplace:	\$300	

**Reserve Today! Contact...**  
**Theresa Machado-Waymire 209.761.4444**  
**tmwaymire@citrographmag.com**

## Credit Card Payment

Payment Amount: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Zip: \_\_\_\_\_

Card # \_\_\_\_\_

SCC # \_\_\_\_\_ Exp. Date: \_\_\_\_\_



## PAYMENT & ADVERTISING AGREEMENT

The Undersigned Advertiser agrees to supply *Citrograph Magazine* camera ready artwork and/or ad materials for the *Citrograph Magazine*. The advertising rate is \$ \_\_\_\_\_.

Payment in full of of \$ \_\_\_\_\_, will be invoiced upon publication and due upon receipt. All costs are net to CribbsProject. Final invoices not paid within 30 days of publication will be subject to a 1.5% fee accrued monthly in addition to original placement cost. The advertisement will appear in the \_\_\_\_\_ issue of the *Citrograph Magazine*.

All payments shall be made payable to: CRIBBSPROJECT. For further information, call (559) 308-6277. Money paid to the *Citrograph Magazine* \* is NON REFUNDABLE.

**IT IS THE SOLE RESPONSIBILITY OF THE ADVERTISER** to provide camera ready advertising and/or ad materials, no later than at the close of regular business hours on the MAGAZINE CLOSING DATE \_\_\_\_\_ unless otherwise noted in this Agreement. By signing this Agreement below, the Advertiser acknowledges that they have read, understand, and agree to all the terms, conditions and items that are contained on the front and back of this Agreement, and that they have received a copy of this Agreement.

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Publication Representative Signature

\_\_\_\_\_  
Date

**Make Checks Payable to:**  
**\*Cribbsproject**

807 S. Pinkham  
 Visalia, CA 93292  
 T: 559.308.6277  
 F: 866.936.4304

SPECIAL ADVERTISING NOTES: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# TERMS, CONDITIONS, & GENERAL POLICIES FOR CITROGRAPH MAGAZINE ADVERTISING

1. The Publisher\* reserves the right to reject or cancel any advertisement(s) at its sole discretion.

2. All artwork submitted to the Publisher becomes the sole property of the Publisher and cannot be returned.

3. All advertisements are accepted and produced by the Publisher on the representation that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify any loss, expense or any other liability arising out of publication of such advertisement.

4. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflict with the Publisher's policies, will be binding on the Publisher, unless specifically agreed to in writing by the Publisher.

5. The Publisher reserves the right to hold the Advertiser and/or the Advertising Agency jointly and severally liable for such money is due and payable to the Publisher.

6. Ad positioning agreements, even when acknowledged in writing by the Publisher, are subject to preemption by units of greater space, special placements or insertions or any other reason at the sole discretion of the Publisher.

7. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. "Camera ready" art/ads from advertisers must be of the exact specifications required by the Publisher. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, line screen, etc. If these specification guidelines are not adhered to in the strictest sense, the Publisher reserves the right to not accept the art/ad as camera ready and make adjustments to the advertisers price of the ad according to the current Publisher's price guidelines.

8. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.

9. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to the Publisher during normal business hours on the publication closing date for the issue in which the advertisement is to be published. If no artwork is provided by the specified date, the Advertiser shall lose all monies paid to the Publisher and forfeit any space reserved.

10. No employees or agents of the Publisher has the authority to change any of the term, conditions, and/or general policies of the Citrograph Magazine.

11. As evidenced by the signatures of the sales representative and the Advertiser, the parties intend that a binding contract be created, and that it is understood by the Advertiser that the dollar amount contracted for in each issue contracted for is due regardless of Advertiser's business closure, business location change, event cancellation, or any other adverse event that might otherwise prohibit the Advertiser from the intended benefits of advertising in Citrograph Magazine.

12. The Publisher reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to the Publisher's specifications without notice to the Advertiser. The Advertiser understands that there will be additional charges assessed to the Advertiser to alter and/or change Advertiser's artwork and/or advertisement to conform to the Publisher's specifications.

13. Photographs, mechanicals and other production department operations requested by the Advertiser from the Publisher will be assessed an extra charge. The amount will be based on the cost of the work required to get that item into the form and specification which conform to the Publisher's specification.

14. Although the Publisher will make every effort to print and distribute the Citrograph Magazine by the issue date, the Publisher shall not be held liable, and the Advertiser agrees to waive it's rights to hold the Publisher liable for failure to distribute any issue of the Citrograph Magazine by the issue date.

15. Advertiser agrees that under no circumstance whatsoever, will the Citrograph Magazine be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser's PAID amount.

16. The Advertiser warrants that he is the duly authorized and appointed agent for, or representative of, the product or service or place of business or business to be advertised under this Agreement and agrees to hold the Publisher harmless from any and all claims in any manner resulting from said advertising.

17. The Advertiser warrants that the use, in or in connection with any item, person, or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trade mark or trade name is duly authorized and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.

18. The Advertiser is fully aware and understands the nature and content of the Citrograph Magazine and that it is a publication that could contain content, including, but not limited to, editorials, articles, advertising, pictures, drawings, illustrations, commentary and other such materials, and as such, the Advertiser agrees to hold the Publisher harmless from any and all claims in any matter resulting from said contents of the Citrograph Magazine.

19. Publisher reserves the right to decline any advertisement, before or after published closing date, including any prepaid, paid and/or unpaid advertisement. All copy, text, photos, and illustrations in advertisements are published with the understanding that the Advertiser is fully authorized, has secured proper consent for use of such material, and that the Publisher may lawfully publish Advertiser's material. The Advertiser agrees to indemnify and hold the Publisher, its employees, officers, agents, and business affiliations harmless from any and all liability, loss and expense of any nature whatsoever incurred as a result of publishing said advertisement. That indemnity includes, but is not limited to, lawsuits for libel, invasion of privacy, plagiarism, copyright infringement, unauthorized use of a person's name or photograph, or any other claim or suit.

20. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.

**\*CribbsProject**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_