

ADVERTISING AND SPONSORSHIP INFORMATION

2017 RAPPAHANNOCK COUNTY YEAR-ROUND FARM TOUR GUIDE BOOK



Now in its 9th year, the popular Rappahannock County Annual Farm Tour is a free, two-day, self-guided tour offering a behind-the-scenes glimpse of our working farms.

More than 5,000 Farm Tour Guide Books are printed and available at retail establishments in the County throughout the year.

INSERTION ORDER DEADLINE IS AUGUST 1 / DESIGN COMPONENTS: AUGUST 10 / ALL CAMERA READY ART: AUGUST 15

NAME: _____

TELEPHONE NUMBER: _____ EMAIL ADDRESS: _____

DISPLAY ADVERTISING (Check which applies):

- Inside Front Cover (\$750) Inside Back Cover (\$750) Back Cover (\$1000)
- Full Page (\$275) Half Page (\$150)
- Art Sent Need Design Services (\$50 Fee) Art to Follow by August 15

“FRIEND OF OUR FARMERS” SUPPORTER
(Supporters will be listed in the Guide. Minimum donation: \$50.)

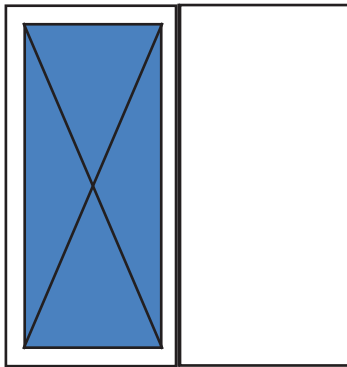
Please indicate below how you would like your listing to read: Personal Name, Business Name, “In Honor Of...”) _____

PAYMENT ENCLOSED—AMOUNT: _____

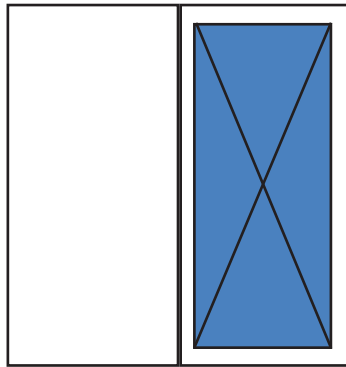
QUESTIONS? Susan Blake / Sblake@msvonline.com / 571-225-4438

DISPLAY ADVERTISING SPECIFICATIONS

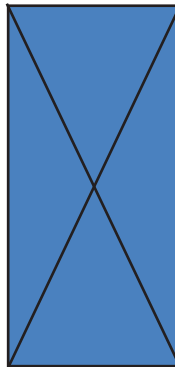
Our Design Team can create your ad art for you. You provide necessary components such as logo, photos, copy direction, etc., and we create a proof for your approval. If you wish our assistance in creating your ad art, please have components to us by **AUGUST 10** and indicate this on your Insertion Order. Then simply add a \$50 Graphic Design Fee to the total cost of your ad.



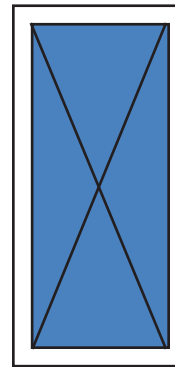
Inside Front Cover: No bleed.
Finished size is 3.25" w x 8.25" h



Inside Back Cover: No bleed.
Finished size is 3.25" w x 8.25" h



Back Cover: Bleed.
Cut size is 4" w x 9" h



Full Page

Full Page:
No bleed.
Finished size is 3.25" w x 8.25" h



Half Page: No bleed.
Finished size is 3.25" w x 4.125" h

All Ads: • **Resolution:** 300 dpi • **File Types:** You may submit a number of different file types: TIFF, PSD, PDF, JPG, EPS, PNG.
Send all Ad art to: Susan Blake/Sblake@msvonline.com/571-225-4438

DEADLINE FOR INSERTION ORDER: AUGUST 1 / DESIGN COMPONENTS: AUGUST 10 / ALL CAMERA READY ART: AUGUST 15



All Advertising and Sponsorships are payable at the time of placement, with checks made payable to **"Rappahannock County Farm Tour"**. Please add **"2017 Farm Tour"** to check memo line.

• SEND INSERTION ORDER & PAYMENT TO: 290 Gay Street / PO Box 519 / Washington, VA 22747

• SEND All AD ART TO: Susan Blake / Sblake@msvonline.com / 571-225-4438

www.rappfarmtour.org