



Advertise in Our 50th Anniversary Map & Guide!

Celebrate 50 Years of Supporting Local Agriculture in the Quintessential Guide to Sonoma County Farms, Ranches, and Ag Producers

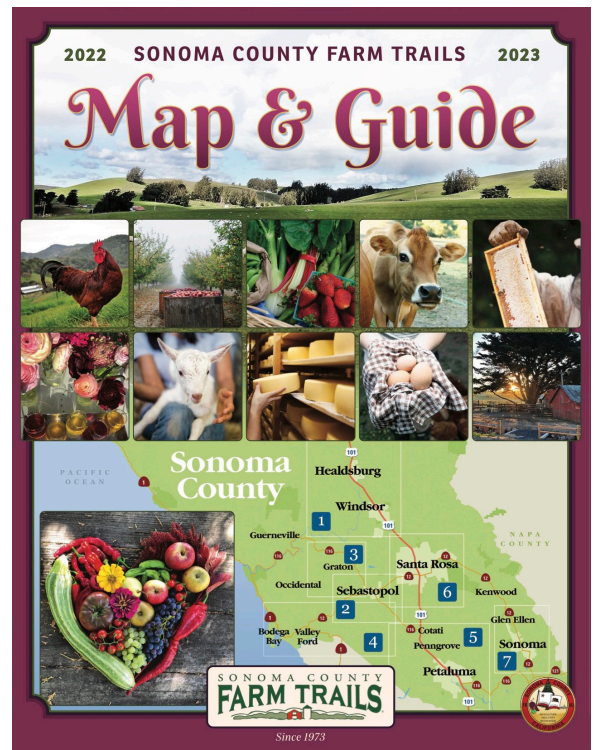
The 50th Annual Sonoma County Farm Trails Map & Guide is an excellent value in reaching thousands of locals and visitors who align with our mission of Farms Forever! Reserve your space today to be part of the full-color, beautifully designed Map & Guide. Your ad will appear alongside exciting ag-related content:

- Directory of local farms and producers
- User-friendly regional and local maps
- Special 50th Anniversary content
- Listings for dining, accommodations, events, ag resources, and professional services

**AD GRAPHICS
DUE BY 3/15/23**

Reserve your ad today!
Contact Ellen Cavalli

ellen@farmtrails.org, (707) 837-8896



Advertising Rates

- **INSIDE BACK COVER** \$2,400
- **FULL PAGE** \$2,100
- **1/2 PAGE (V or H)** \$1,375
- **1/3 PAGE** \$875
- **1/6 PAGE** \$485
- **BUSINESS CARD** \$225

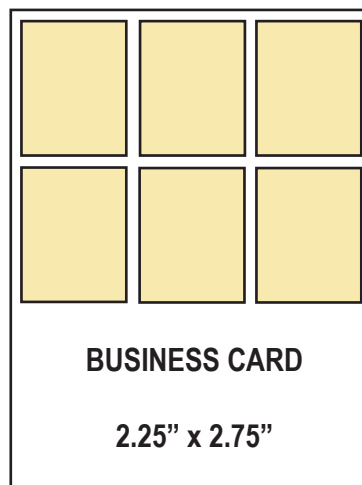
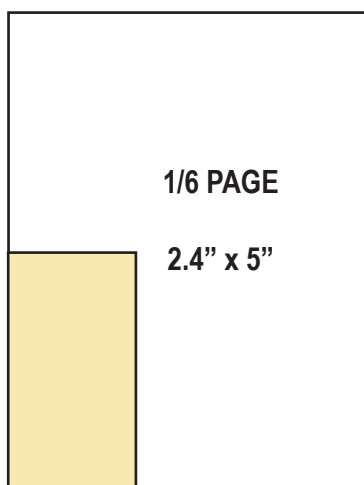
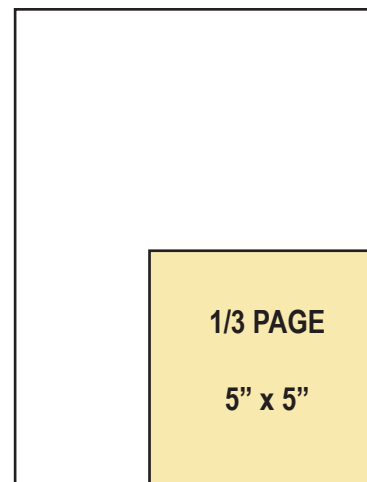
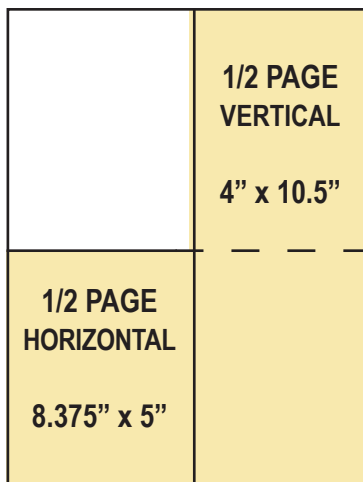
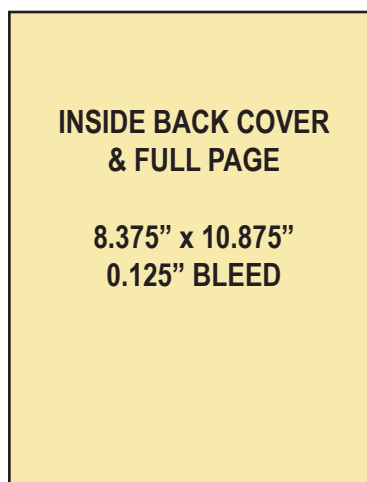
See page 2 for ad specs and file requirements.

Specs: 4-color, 36 pages; 50,000 copies

Pub date: April 29, 2023

Distribution: Year-round availability at Farm Trails member locations, regional visitors centers, chambers of commerce, local businesses, hotels, libraries, and Map & Guide advertisers; distribution at Apple Blossom Parade (April 29, Sebastopol) and the Gravenstein Apple Fair (Aug. 12 & 13, Sebastopol, ~14,000 attendees).

AD SPECS & FILE REQUIREMENTS



Note: All ad dimensions are given in inches wide x inches high.

Dimensions: Please design to exact dimensions. Full page ads require bleeds of 0.125 inch (1/8 inch). No bleeds necessary with other ad sizes. Ads smaller than full page will be positioned on pages as determined by Farm Trails.

File format: PDF—Press Ready files preferred, but we will also accept EPS (flattened) or TIFF (with fonts outlined). No native InDesign, Illustrator, QuarkXPress, Microsoft Word, or other software files, please.

Resolution: 300 dpi.

Color: CMYK Process Color (not RBG, LAB, or spot).

Submission: Via email to ellen@farmtrails.org. Via Google Drive or Dropbox for files over 5MB.

FARMS FOREVER!
Your ad dollars support our mission to connect the public with local farms and agricultural producers to ensure the economic viability of local agriculture.



PO Box 452
Sebastopol, CA 95473
(707) 837-8896
www.farmtrails.org

A 501(c)6 nonprofit organization