



Ad size	Camera-ready art sizes	Business-level UAC members		Others	
		black & white	color	black & white	color
Full page <i>(covers subject to availability)</i>					
• Outside back cover (OFC)*	7.5 in. x 10 in. (portrait only)	n/a	\$949	n/a	n/a
• Inside front cover (IFC)*	7.5 in. x 10 in. (portrait only)	n/a	\$742	n/a	n/a
• Inside back cover (IBC)*	7.5 in. x 10 in. (portrait only)	n/a	\$742	n/a	n/a
• Interior of magazine (FPI)	7.5 in. x 10 in. (portrait only)	\$460	\$672	\$637	\$849
1/2 page	7.5 in. x 5 in. (landscape only)	\$319	\$495	\$460	\$672
1/4 page	3.75 in. x 5 in. (portrait only)	\$283	\$424	\$389	\$530

\* Not currently available

### Frequency discount for current business-level UAC members

- 10% discount for four-issue commitment of full- and half-page ads in 12-month period.

### Inserts

Preprinted inserts may be included with the magazine for \$475 for a one-page insert. Inserts for each issue must be shipped directly to the printer by the “art due” date. Please contact us for the shipping address and rates on multi-page inserts.

### Bonuses for advertisers

- Each issue will have a directory with the advertiser, their website, and the page where their ad can be found.
- UAC vendor members who make a four-issue commitment with a full-page ad may submit a press release (500 words or less) for a new product or service (released in the preceding nine months) for our Marketplace News feature at no additional cost. Contact us for submission instructions.

### Specifications

Resolution: 300 dpi | Mode: CMYK or Grayscale only | File format: jpg, png, pdf | No crops/bleeds

### Publication schedule

Winter (Jan/Feb/Mar) .....**art due November 10**

Summer (Jul/Aug/Sep) .....**art due May 10**

Spring (Apr/May/Jun).....**art due February 10**

Fall (Oct/Nov/Dec) .....**art due August 10**



Reinforce your marketing message in our monthly Member Marketplace electronic bulletin boards.  
*Available to current business-level UAC members only.*

### Digital format

- Emails are distributed to current UAC members (approximately 1,200) around the 5th of each month.
- Maximum of ten ads will be included per month; ads will be placed in the emails in the order received.

### Specifications

- Submit your 8.5” x 11” flyer as a pdf document via email to [kathy@georgiauac.com](mailto:kathy@georgiauac.com).
- Flyer must contain a specific promotional offer geared toward Georgia UAC members.
- NOTE: people will be reading this ad on their smartphones, so keep the content simple and legible.

### Rates

1-5 months: \$250/month

6-11 months: \$225/month

12 months: \$205/month

### Deadlines

**Artwork must be received no later than the 1st of the month to be included in that month's email.**

# UAC Magazine

Issue	Year	Art due	Ad type						Rate		
			Full			1/2	1/4	B/W		Color	Insert
			OBC* IFC*	IBC*	FPI						
Winter	20__	Nov. 10		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	
Spring	20__	Feb. 10		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	
Summer	20__	May 10		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	
Fall	20__	Aug. 10		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	

\* Not currently available

Total for all insertions \$ \_\_\_\_\_  
**Discount for full- and half-page ads, UAC business-level members only:**  
 10% for 4 issues in 12-month period \$ \_\_\_\_\_  
**Total UAC Magazine advertising commitment \$ \_\_\_\_\_**

## UAC Member Marketplace

### Months of insertion

January 20\_\_       April 20\_\_       July 20\_\_       October 20\_\_  
 February 20\_\_       May 20\_\_       August 20\_\_       November 20\_\_  
 March 20\_\_       June 20\_\_       September 20\_\_       December 20\_\_

**Total UAC Member Marketplace commitment \$ \_\_\_\_\_**

**Total advertising commitment \$ \_\_\_\_\_**

*All ad copy and artwork is included at the discretion of the UAC Board and Executive Director and may be edited or refused.*

Company name: \_\_\_\_\_

Current UAC member?  Yes  No

Contact: \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact phone #: \_\_\_\_\_

### Payment *(You will be invoiced for each ad as it is published)*

Please send an electronic invoice to this email: \_\_\_\_\_

I prefer to have a paper invoice mailed to this address:

Name \_\_\_\_\_ Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Please submit this completed form to reserve advertising space:

MAIL: Kathy Johnson | Georgia Urban Ag Council | PO Box 3400 | Duluth GA 30096

EMAIL: kathy@georgiauac.com

**Questions? Phone: 706.750.0350 Email: kathy@georgiauac.com**