



2017 Good Day! Magazine Advertising Rate Sheet with reduced rate Grange Radio Sponsorship Options

Thank you for your interest in becoming an advertiser in Good Day! Magazine, a quarterly publication by the National Grange launched in February 2017. The magazine is a highly attractive full-color, full-bleed 8.5"x11" bound publication using best practices of magazine design and content creation.

Additionally, we welcome you to add to your exposure by donating to the Grange Foundation, our associated 501(c)3 nonprofit organization, on behalf of Grange Radio. Your donation will make you a sponsor of Grange Radio, the online 24-hour a day radio station that is owned and operated by Grange Foundation. Sponsorship entitles you to a recorded radio spot of a specific length noting your support and must adhere to strict guidelines so that they are deemed sponsorship messages and not advertisements.

We anticipate substantially increasing our subscription base and listener audience for each of these products throughout 2017 as more members and their communities learn about the magazine and internet radio station. However, at this time we do not have readership, subscriber or listener statistics. For that reason, we wish to set an inaugural rate for those advertisers willing to take a risk on a new publication and offer additional incentives for sponsorship and reduced rates for the remainder of 2017.

This preferred pricing is available exclusively for Grange members and partners. We hope you'll take advantage of our reach to more than 150,000 members across about 2,000 communities and their friends and neighbors and promote your business while supporting America's oldest agricultural advocacy organization and rural interest society.

Size <i>These are listed as finished sizes. Please add 1/8" bleed on all sides.</i>	Single issue/ad	2-3 issues/ad	4 or more issues (preferred pricing)/ad
Full Page, interior (full color, full bleed)	\$1,000	\$900	\$750
Full Page, inside cover (full color, full bleed)	\$1,500	\$1,375	\$1,250
<i>Up to :20 second Grange Radio Sponsor Spot*</i>	<i>+\$200</i>	<i>+\$175</i>	<i>+\$150</i>
Half Page horizontal (full color, full bleed)	\$500	\$425	\$350
Half Page vertical (full color, full bleed)	\$600	\$500	\$400
<i>Up to :15 second Grange Radio Sponsor Spot* (for either vertical or horizontal)</i>	<i>+\$150</i>	<i>+\$125</i>	<i>+\$100</i>
Quarter Page vertical (full color, full bleed)	\$300	\$250	\$200
<i>Up to :10 second Grange Radio Sponsor Spot*</i>	<i>+\$75</i>	<i>+\$60</i>	<i>+\$50</i>
Business Card (3.5" wide x 2" tall – a color, scanned copy of your business card or a designed ad of this size with no bleed)	\$75	\$60	\$50
<i>Up to :10 second Grange Radio Sponsor Spot*</i>	<i>+\$50</i>	<i>+\$40</i>	<i>+\$25</i>

** Sponsorship of Grange Radio may be tax deductible. Contact your tax adviser.*

DEADLINES

EDITION:	Late-August	Late-December
Purchase deadline to ensure inclusion:	June 30	October 20
Submission of pre-designed ads:	July 7	October 27
Payment and submission of information for ads needing design by National Grange:	June 23	September 29
Classified Ads (regular)	July 27	October 27
Classified Ads (special requests)	July 14	October 13

To ensure quality, we ask you submit your ads as soon as possible, and no design will be started until the base ad rate is paid for those requiring in-house design work. Additional design fees and charges for purchased stock art may apply. Deadlines for early December edition are in greater advance because of preparation needed for our Annual Convention and 150th Birthday Gala (December 4, 2017). If you wish to be a sponsor for our gala, or place an ad in the program, contact Amanda Leigh Brozana for more details at communications@nationalgrange.org.

CLASSIFIED ADS

For individuals and Granges, you may also wish to consider a smaller ad purchase in our Grange Classified Section. This is established to advertise events, fundraisers, etc.*

RATE: Up to 25 words at \$1 per word up to 25 words, and \$2.50 per word thereafter. \$2.50 per website, email address or other link, regardless of word count. \$5 per photo. All photos can be published in color. Ad copy should be in hand of National Communications Department at least four weeks in advance of expected delivery of magazine. Special requests (such as increased font size or bold design) can be made and included for additional charge. ALL ads with special requests must be submitted six weeks in advance of the projected delivery date of the magazine.

**The National Grange assumes no liability or responsibility related to these events or fundraisers, nor does the National Grange, by accepting and publishing the ad, verify the quality of that which is advertised. Each submitting entity must comply with local laws related to the advertised event/fundraiser.*

CONTENT

All ads must adhere to moral standards expected of the Grange and all ads will be reviewed and may be denied at the sole discretion of the publication leadership team (publisher, editor, etc.).

CONTACT

For any questions related to advertising, please contact the Communications Department of the National Grange at communications@nationalgrange.org or by phone at 301-943-1090.



Good Day! Magazine Advertiser Payment Form

Published by the National Grange of the Order of Patrons of Husbandry
1616 H Street NW, 11th Floor
Washington, DC 20006

Payment Information

Please print:

Name of Business: _____

Address: _____

City/State/Zip: _____

I have included check number _____ in the amount of \$ _____ as payment for my Good Day! magazine advertisement. (Please make checks payable to: National Grange).

Please charge my credit card \$ _____ for payment of my Good Day! magazine advertisement.

Visa

MasterCard

Discover

Credit Card # _____ Exp. _____

Security Code: _____

Billing Address same as above
If different, please provide:

Billing Address: _____

_____ City/State/Zip _____

Name as it appears on card: _____

Signature _____

Please print your name: _____

Title: _____