

# MADERA COUNTY AGRICULTURE TODAY



## Douglass Elected to Lead Farm Bureau

Christine Souza  
California Farm Bureau Federation's Ag Alert

December 13, 2023

Shannon Douglass, a diversified farmer from Glenn County, has been elected as the new president of the California Farm Bureau.



### Upcoming Events

- 2/1 Adult 1st Aid & CPR Training (Spanish)
- 2/8 Adult 1st Aid & CPR Training (English/Spanish)
- 2/8 MCFB Executive Board Meeting 9am
- 2/21 MCFB Board of Directors Meeting 1pm
- 3/7 Hazardous Ag Materials Class
- 3/13 MCFB Executive Board Meeting 9am
- 3/21 Tractor, ATV & Pesticide Safety Classes
- 3/27 MCFB Board of Directors Meeting 1pm

**New Leadership Team** Delegates from county Farm Bureaus elected a new leadership team for the California Farm Bureau last week at the organization's 105th Annual Meeting in Reno, Nevada. Officers who took the stage after the vote from left are Second Vice President Ron Peterson, President Shannon Douglass and First Vice President Shaun Crook.

Photo: Brian Beer

Douglass, who served three terms as first vice president, becomes the first woman to head the organization, which was founded in 1919.

The election took place at the organization's 105th Annual Meeting Dec. 1-6, in Reno, Nevada, a conference in which Douglass emphasized unity and collaboration as the Farm Bureau works to sustain agriculture in the state.

"This is an exciting moment," Douglass said after the vote. "Farm Bureau has provided me with tremendous opportunities as a first-generation farmer. I'm excited to be part of the leadership of this organization, which represents the diversity of farmers and ranchers in our state."

"The California Farm Bureau has long played an important role in working to protect the future of America's most productive agricultural economy," Douglass said. "We face abundant challenges in farming and ranching today. But California remains a great place to grow food, and Farm Bureau is committed to helping our state farmers, ranchers and agricultural businesses thrive for generations to come."

Douglass succeeds Jamie Johansson, a Butte County olive and citrus fruit grower who served three terms as president, beginning in 2017. CONT PG 2.

**2024 GUN RAFFLE FUNDRAISER**

Learn about your opportunity at a chance to WIN and Support MCFB Inside!

## ADVERTISING RATES & SPECIFICATIONS

# RESERVE TODAY!

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1102 South Pine Street  
Madera, CA 93637  
559.674.8871  
www.maderafb.com

# MADERA COUNTY AGRICULTURE TODAY

Monthly Newsletter Published by Madera County Farm Bureau

## 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 accepted.

All art must be CMYK (**no RGB files accepted**) No spot colors accepted. All fonts must be embedded or converted to paths or font substitution will occur. Photos must be minimum of 300 dpi at their original size. Files can be sent digitally to [anne@maderafb.com](mailto:anne@maderafb.com)

## PREFERRED PRINT FORMAT: PDF WITH FONTS OUTLINED PRESS-READY

### Pre-Press Guidelines for Production

We accept digital files created in InDesign, Photoshop, Illustrator. Export to Adobe Acrobat PDF

E-mail: [office@maderafb.com](mailto:office@maderafb.com)

### Fonts & Graphics Required:

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS, TIFFs, PICTs, JPGs. Scanned images for 4-Color process printing must be scanned at a resolution of 170 dpi minimum. Scanned line art and type, even if they are in color, must be scanned at 300 dpi.

PC Warning: PC typefaces/fonts don't always work well on Mac systems.

### NEED YOUR AD DESIGNED?

We provide ad design services for \$75 an hour. This includes design, plus a round of corrections. You will receive a PDF copy for future use.

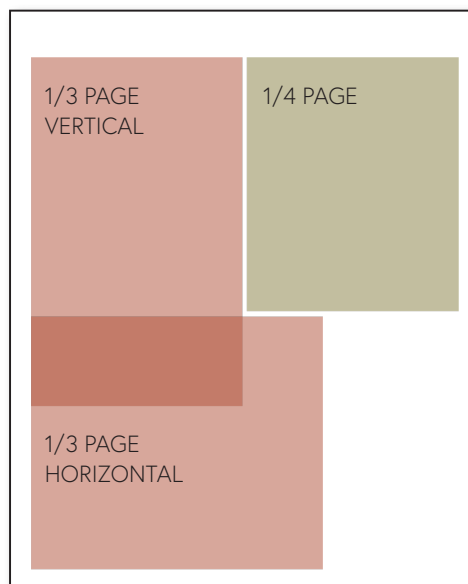
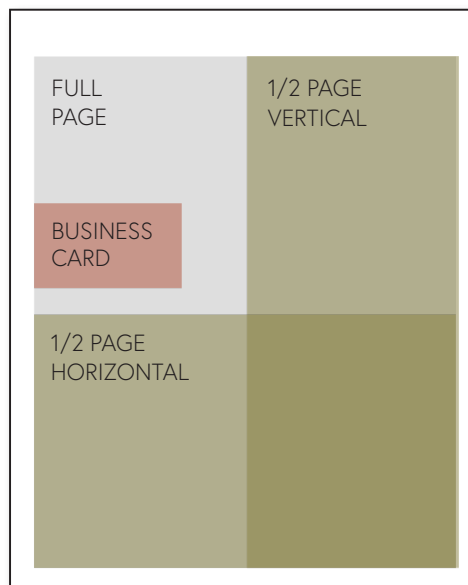
### ADVERTISING DEADLINES

Ad reservations need to be made by the 10th of the month. Ad materials due by the 20th of the month.



## ADVERTISING RATES FULL COLOR

AD SIZE	NON MEMBER	MCFB MEMBER
Full size	\$668.75	\$535
1/2 page	\$375	\$300
1/3 page	\$325	\$260
1/4 page	\$212.50	\$170
Business Card	\$75	\$60



### Contact MCFB for back cover pricing:

[office@maderafb.com](mailto:office@maderafb.com)

(559) 674.8871

### AD SIZES

Measurements in inches (W x H)

**Full page:** 8.5 x 11 (no bleed)

**1/2 page horizontal:** 8.5 x 5.5

**1/2 page vertical:** 4.25 x 11

**1/3 page horizontal:** 3.75 x 4

**1/3 page vertical:** 4 x 3.75

**1/4 page:** 4.25 x 5.5

**Business Card:** 3.5 x 2

# PLEASE RESERVE MY SPACE FOR AGRICULTURE TODAY.

EMAIL TO :office@maderafb.com

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

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

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

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

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

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

## ADVERTISING RATES

AD SIZE	AD RATES NON MEMBER	AD RATES FB MEMBER	AD PUBLICATION RUN
Full size	\$668.75	\$535	<input type="checkbox"/> 1 month _____
1/2 page	\$375	\$300	<input type="checkbox"/> 6 months _____
1/3 page	\$325	\$260	<input type="checkbox"/> 1 year
1/4 page	\$212.50	\$170	
Business Card	\$75	\$60	

## CREDIT CARD PAYMENT

Payment Amount: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Billing Zip: \_\_\_\_\_ Card #: \_\_\_\_\_

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

## PAYMENT & ADVERTISING AGREEMENT

The Undersigned Advertiser agrees to supply **Agriculture Today** newspaper camera ready artwork and/or ad materials for **Agriculture Today**. The advertising rate is \$\_\_\_\_\_.

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

**ALL PAYMENTS SHALL BE MADE PAYABLE TO:** Madera County Farm Bureau. For further information, call MCFB at (559) 674.8871. Money paid to Madera County Farm Bureau is non refundable.

Please check this box if you'd like to receive a tear sheet of your ad each month.

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 newspaper closing date \_\_\_\_\_ unless otherwise noted in this Agreement. By signing this Agreement below, the Advertiser acknowledges that they have received a copy of this Agreement.

Advertiser Signature

Date

Agriculture Today Representative Signature

Date

# TERMS, CONDITIONS, & GENERAL POLICIES FOR AGRICULTURE TODAY NEWSPAPER 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 liability arising out of publication of such advertisement.
4. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflicts 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 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/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 specific 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 terms, conditions, and/or general policies of the Farm Life newspaper.
11. As evidenced by the signatures of the sales representatives and the Advertiser, the parties intended 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 Farm Life newspaper.
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 at 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 Farm Life newspaper by the issue date, the Publisher shall not be held liable, and the Advertiser agrees to waive its rights to hold the Publisher liable for failure to distribute any issue of the Farm Life newspaper by the issue date.
15. Advertiser agrees that under no circumstance whatsoever, will the Farm Life newspaper 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 of 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, trademark 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 Farm Life newspaper and that it is a publication that could contain drawings, illustrations, commentary and other such materials, and such as, the Advertiser agrees to hold the Publisher harmless from any and all claims in any matter resulting from said contents of Farm Life newspaper.
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 the 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, 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. The 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 the Terms and Conditions contained in this Agreement.

**\*Madera County Farm Bureau**

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

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