



# AGRITOURISM & FARM NEWS

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# INDUSTRY news

with Editor Jamie Macready



## Farmers invited to participate in agritourism training program



**WESTERN NEW YORK**- Each year, thousands of visitors travel to the Genesee Valley Region (GVR) for its beauty and diversity. The region is comprised of nine counties in Western New York (Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates County); including the Finger Lakes region, which covers about 50 percent of its total geographical area. Last year the Finger Lakes region alone welcomed over 5.5 million visitors, becoming the second largest tourist destination in New York State. According to a travel and tourism study, most of these travelers were leisure seekers, visiting in groups

averaging 2.5 people and staying for about 3.5 days.

In addition, as people travel, they often look for new ways of entertainment. An increasingly popular and a growing opportunity for local agricultural producers is Agritourism – a niche sector of tourism. Farmers can tap into this large pool of potential customers and fulfill visitors' desire for adventure and uniqueness by offering a wide variety of farm-based experiences.

Cornell Cooperative Extension of Monroe County (CCE-Monroe) has developed an agritourism training program and invites farmers in the GVR wishing to start an agritourism venture, either as a primary business or as an add-on to their farm operations, to join this free training. The training is a one-year project funded by the Genesee Valley Regional Market Authority and administered by CCE-Monroe.

Through a series of

workshops, customized farm visits, expert consultations and resource materials, farmers will learn to develop, market and execute an agritourism activity that would best fit their farm operations.

The workshops are designed to cover key topics such as public presentation, marketing, social media, identifying target audiences, visitor safety and more. The industry experts from the Monroe County Small Business Development Center, Visit Rochester, Cornell University faculty and staff, and owners of successful agritourism businesses will serve as consultants. Each farmer will be given free marketing materials to help them navigate through the process and to network with fellow farmers training via webinars to share their experience. To carry on the agritourism initiative, the farmers who want to share their learning with other farmers can do so at the workshop at the end of the project year.

For information or to enroll, contact Jarmila Haseler, Agricultural Educator, CCE-Monroe, at [jh954@cornell.edu](mailto:jh954@cornell.edu) or call 753-2565.

Space is limited and registration is required. Enroll by Friday, May 31.

# Farmer income drops at large rate



*IT has been a very, very bad few months for farmers.*

Massive floods in the Midwest, low prices for crops and milk, and the continuing pressure of Trump's trade war have had their effects. Bloomberg reports, citing the Department of Commerce, that farmer personal income is down in the first quarter of 2019—the largest such drop in the past three years.

The total damage, which is presented in annualized form—meaning, extrapolated to the entire year—checks in at a loss of \$11.8 billion for the personal income of American farmers. This is despite some Trump administration efforts. In September 2018, the Trump administration announced \$12 billion in bailout money to help farmers survive the trade war; it was paid out slowly and inefficiently, according to this New York Times report.

And just a few weeks ago, in mid-March, Trump's 2020

budget was revealed, with massive cuts to programs farmers depend on. The budget proposal included a 15 percent total cut to the USDA's budget, and \$26 billion in cuts to the crop insurance program, a program which allows farms to survive in bad times. (Reminder: these are bad times, right now.) Even the Farm Bureau, which has generally supported the Republican party, spoke out in opposition.

With this news of dramatic drops in farmer income, there appears to be some miscommunication in the Trump administration. Economic adviser Larry Kudlow first said that the White House is prepared to do more to help agriculture; shortly thereafter, USDA secretary Sonny Perdue said there are no plans currently under discussion to provide more aid to struggling farmers.

*Source:*

<https://bit.ly/2WccdYs>

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# Seven habits for effective farmers webinar series to begin



*DIRECT farm marketers, value-added agriculture entrepreneurs and agritourism operators are invited to participate in a free "lunch and learn" webinar series starting in May. The series will include discussions related to effective farm business management, marketing and planning.*

Coordinator for the webinar series and University of Tennessee Extension Area Farm Management Specialist, Iris Cui said. "All farmers want to succeed, and one path to success is identifying and developing the habits that can help us reach our goals. Having a business plan and keeping good records are the first steps toward managing financial risk," said Iris Cui,



Webinars will be held the first Wednesday of each month from May through November at noon-1 p.m. Eastern/11 a.m.-noon Central.

The series will include the following topics: business planning and recordkeeping, budgeting, evaluating financial health, production risk management, goal setting and marketing, farm safety and stress management and

succession planning.

The sessions will be taught by University of Tennessee and University of Kentucky specialists, and the first session, held on May 1, will be taught by Cui.

A listing of topics and speakers is available on the Center for Profitable Agriculture website [ag.tennessee.edu/cpa](http://ag.tennessee.edu/cpa). Click on the pull down menu

for educational events and choose "webinars."

The webinars are free to attend, and interested participants are not obligated to attend every session. In fact, you may register and join at any time between now and the final session, scheduled for November 6.

Links to participate in the webinars will be emailed to registered participants prior to each session. Participants will be asked to complete an evaluation form for each session they attend and a follow-up evaluation for the series reporting how they have implemented the information learned. Interested producers may register online now at [tiny.utk.edu/sevenhabits](http://tiny.utk.edu/sevenhabits)

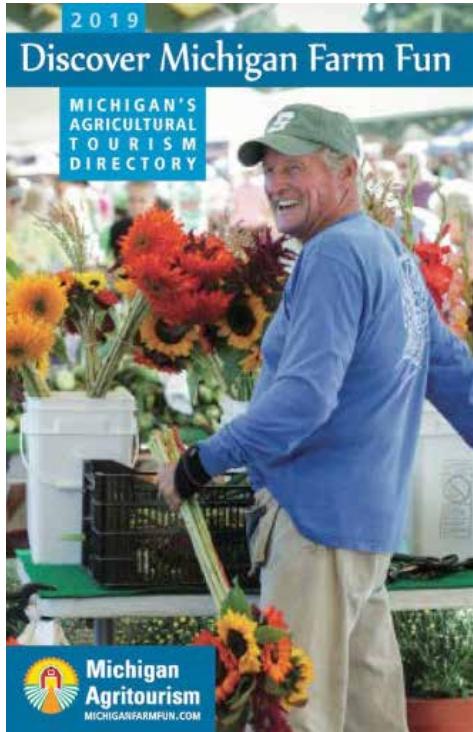
The webinar series is made possible, in part, through a grant from the Southern Risk Management Education Center. This material is based upon work supported by USDA/NIFA

under Award Number 2018-70027-28585.

Contact Iris Cui with questions about the webinar series at [xcui10@utk.edu](mailto:xcui10@utk.edu) or (931) 648-5725.

Learn more about the Center for Profitable Agriculture at [ag.tennessee.edu/cpa](http://ag.tennessee.edu/cpa)

# Discover Michigan farm fun directory



MICH. - Michigan Agritourism has released the 2019 Discover Michigan Farm Fun Directory, a handy guide for finding authentic, local farm experiences in every region of the state. The directory showcases the unique agricultural destinations of the state's seven regions, a seasonal produce guide, and colorful photos from featured farms.

The new directory includes quotes from notable Michganders who share their memories about a favorite farm experience. The list includes Tom Daldin of the PBS television program "Under the Radar", Dorothy

Zehnder of Frankenmuth's Bavarian Inn Restaurant, and Bob Sutherland of Cherry Republic, among others.

"These quotes bring the publication to life through personal stories about great times on Michigan farms," said Janice Benson, executive director of Michigan Agritourism. "If we look back, many of us have fond memories of a school field trip or family visit to a local farm, and we hope to encourage

people to seek out new memories this year."

"In addition to the fun experiences, supporting local farmers is good for the state's economy," said Benson. "A visit to a local farm is a great way to say thank you to your Michigan farmers."

The 2019 directory is produced with support from Farm Bureau Insurance and the Michigan Apple Committee.

"We're excited about the release of this year's directory," said Farm Bureau Insurance CEO Don Simon.

*Full Article:  
<https://bit.ly/30ZoOwW>*

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# Ag census shows growth in Kentucky



**LOUISVILLE, KY. –** Kentucky's agriculture industry continues to grow, adapt, and diversify, the 2017 Census of Agriculture revealed. The ag census was conducted by the U.S. Department of Agriculture, National Agricultural Statistics Service (NASS), and released in April.

"The ag census showed that most of Kentucky's agricultural sectors were strong enough to weather drought, lower commodity prices, and other challenges," Agriculture Commissioner Ryan Quarles said. "At the same time, it's important to realize that the 2017 Ag Census did not reflect the continuing declines in commodity prices since the census was taken, nor does it show the impacts of unfair retaliatory tariffs from foreign countries on



Kentucky farmers."

The 2017 Census of Agriculture showed that the market value of Kentucky agricultural products sold totaled \$5.74 billion, up 13.2 percent from the previous ag census in 2012. The market value of livestock and poultry sold in 2017 was \$3.2 billion, and the market value of crops sold came to \$2.54 billion.

Net cash farm income in 2017 was \$1.58 billion, a 78.9 percent increase over 2012. A severe drought in 2012

damaged Kentucky's corn and soybean crops and forced many livestock producers to reduce their herds because of shortages of pasture and forage as well as high feed costs.

The market value of specific agricultural commodities sold in 2017 included:

- Poultry and eggs - \$1.31 billion, up 18.3 percent from 2012
- Cattle - \$1 billion, down 3 percent
- Soybeans - \$926.1 million,

up 23.1 percent

- Corn - \$825.1 million, up 19 percent
- Tobacco - \$351.2 million, down 1.5 percent
- Milk - \$166 million, down 19.6 percent
- Hogs and pigs - \$128 million, up 0.5 percent
- Wheat - \$112.625 million, down 44.4 percent

The value of crops sold in 2017 does not necessarily represent the sales from crops harvested in 2017,

NASS explained. Data may include sales from crops produced in earlier years and may exclude some crops produced in 2017 but held in storage and not sold.

The market value of equine sold in 2017 was nearly \$465.8 million. The data included animals sold or moved off the farm regardless of ownership, whereas the total in the 2012 ag census included only the value of owned horses sold. Sales of equine products - breeding fees, stud fees, and other products - totaled \$105 million.

Income from farm-related sources totaled \$418.8 million in 2017, a decline of 1.1 percent from 2012. Total income from farm-related sources includes cash rent; crop and livestock insurance payments; custom work such as planting, plowing, and spraying; tobacco quota buyouts; agritourism; and sales of forest products.

*Full Article:*  
<https://bit.ly/2wmIHG>

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# Placer County weighs farm needs, neighbor concerns in new agritourism zoning amendment



CALI. - Placer County is updating its rural zoning rules to reflect the new way vineyard owners and other growers are doing business.

The Placer County Planning Commission is scheduled to take public comment Thursday on the environmental impact report on its proposed revision to winery zoning. The public comment period will stay open until June 10, and the new rule could be adopted by the end of the year. The draft ordinance reflects that, increasingly, wineries and farm

breweries are looking to hold events and bring customers to the farm to see how product gets made.

Placer County first adopted its zoning ordinance for wineries in 2008. At the time, the commission sought to define the emerging wine industry. Now the county has dozens of established wineries, and is looking to tackle another emerging industry.

"The trend that we're seeing and the business model that

we're seeing on our wineries and farm breweries, it really hinges on agritourism," senior planner Nikki Streegan said.

The draft ordinance adds a new kind of business to its ordinance: the farm brewery. Like wineries, small beer brewers are also starting to grow ingredients on their own land, and want to invite guests on the property to check out the process.

"The farm brewery is a new land use for Placer County," Streegan said.

Farm breweries operating in allowed residential and agricultural zones would be capped at producing 1,500 barrels per year, and would have to grow some hops and other ingredients on-site.

The proposed ordinance would require that 2 acres of the property are planted and dedicated to growing grapes, hops, or another crop used in production, up from 1 acre in the current law. It would also up the minimum parcel size

needed to have a tasting room on residential, agricultural or resource land, to 10 from 4.6 acres.

"Having the use on bigger acres, I think also protects agriculture," Streegan said.

The proposed rules emphasize the primary purpose of the land, agriculture, while still allowing growers the business and promotional opportunities that come with agritourism.

The new ordinance would also differentiate between promotional events - things like release parties, winemaker dinners, and membership club parties - and special events - private parties and events with 50 or more people. Special events, those not directly related to growing, making or selling beer or wine, would face more restrictions than promotional events.

Streegan said the proposed ordinance is intended to strike a balance between the needs of winemakers and brewers and the concerns of their neighbors, and other locals worried about increased traffic and noise.

"I think that people are concerned with the compatibility between residential uses and these uses," Streegan said.

Source:  
<https://bit.ly/2VREazG>

# Agriculture clash: how small farm owners are fighting for their livelihood



UTAH - According to professional economist Natalie Gochnour, Utah County is driving Utah's economy. A lot

of it has to do with job growth and in migration, which can be chalked up to Utah County's thriving tech industry.

However, Utah County's tech industry isn't the only contributor the county offers. In its most recent Economic Report to the Governor, the Kem C. Gardner Policy Institute found that Utah County also had the largest total of agriculture receipts in the state. The report, which used numbers from 2017, found that Utah County was the top county for agricultural sales, totaling at \$189 million. It also had the largest number of farms statewide, at 2,462

The reason Utah County agriculture leads the state, according to Utah County Commissioner Nathan Ivie,

is because of the county's "microclimate."

"We have incredibly rich soil quality," Ivie said. "Our bench areas have the right mixture of humidity, content, temperature, warmth ... that doesn't exist anywhere else in the state."

Despite their contributions to the economy, and the unique Utah County climate that lends itself so well to farming - many small farm owners face challenges to make enough money to hold onto their farmland and feed their own families.

*Full Article:*  
<https://bit.ly/2HJqjCY>

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# Agritourism growing in Saskatchewan



**ROSETOWN, SASK.** - On a grain farm south of Rosetown, Sask., April and Darryl Anderson run another business.

Created as a way to showcase agriculture, Anderson and her husband opened Alive Sky Lodge in 2015 – a bed and breakfast that sits right in their farmyard.

"It's pretty hard to relocate your farm, so I just decided we are going to bloom where we are planted," April said.

Two years later they added BINcredible. A rustic, metal grain bin converted into an accommodation. Among the many surprising features, you'll find a fireplace, chandelier, bathtub and kitchen area – it's also the only one in Canada which you can stay in year-round.

Their unique operation



fits into a component of the tourism sector called agritourism.

"Any of our guests can ride on any of our equipment," Anderson explained. "You get a complete farm experience where you can be part of seeding, harvest or anything in between."

"The food aspect of it [is] something that's really been growing a lot in the last number of years," Tourism Saskatchewan industry consultant Tim Ouellette explained.

"People have the opportunity to not only see how a farm operates, but participate in some of that food production activity that goes on."

There's a growing number of people who want to know more about where their food comes from, according to Ouellette – something Anderson said is at the heart of their operation.

"We want them to know we care about what our family eats, we care about what they eat, we care about what we

produce and we really think they are interested," she said. Adding, organic vegetables and fruit are grown in their garden.

For many, the draw may simply be wanting to experience life on the farm.

"Farming for a lot of people is a lot more removed," Ouellette said. "They really don't get that opportunity to go back and experience what a farm is like."

"They want to come and see how we live, what we do, what the cultural differences are and what the landscape is like," said Anderson. "It is unique."

While the interest in agri-tourism is growing, Ouellette said the province is a bit behind what is happening nationally and internationally.

"It's going to be a little bit slower in its growth," he said. "It won't be the most talked about thing perhaps in Saskatchewan tourism for some while."

Anderson said on her farm, however, the business has been steady since opening – hosting people from around the world, including Asia and Europe.

"They love the Prairie, they love the privacy, they love the quiet," Anderson said.

Source:  
<https://bit.ly/2QxX7pZ>

# Woofter to speak at agritourism conference



*ESCAPEMAKER.COM, a guide to local farm, food and beverage getaways within a day's drive or train ride from New York City since 2000, is offering the first-of-its-kind "Virtual Agritourism Conference" this spring on its B2B site:*

<http://www.EscapeMaker.biz>.

The conference, presented by EscapeMaker and Fulton Stall Market, is not only the first digital conference focusing on the tourism and agriculture industries (agritourism), but also will be produced solely by women, 30% of whom are certified as an M/WBE (Minority Women-Owned Business Enterprise).

Jennifer Woofter will be

presenting on how these micro-businesses and small businesses can identify and resolve some of their energy, waste, and water uses to be more environmentally friendly - and then how to use those on-site improvements to communicate to customers.

Jennifer joins 13 other female industry experts on one online platform to share insider tips, trends and best practices for preparing a business to capitalize on the rapidly changing travel landscape and to meet the demands of leisure, group, event and corporate travel markets.

*Full Article:*  
<https://bit.ly/2EDmemE>

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# Llotta llama llove at Ballston Spa's Dakota Ridge Farm



**SARATOGA SPRINGS, NEW YORK** - Katrina Capasso might not think of herself as a trendsetter, but she was way ahead of everyone else when it comes to owning llamas.

Thirty years ago, the Ballston Spa resident asked for one of the docile animals as a wedding present. Her husband, Gary, had no idea how to get one. This was 1989 when llamas weren't really kept as pets in the United States. It took a lot of searching, but finally, Gary found Dakota, their very first llama.

"Then we got another llama to keep him company and it slowly grew," Katrina said. The pack animals, which are native to South America, can



weigh anywhere from 200 to upwards of 400 pounds. They can also have a diverse range of coat colors, from dappled tan and white to grey and black to a bright white.

"What really stirred the neighborhood up was when she used to go jogging in town with Dakota," Gary said, "Here

she is chugging to the post office with a llama."

People would stop Katrina to ask what kind of animal it was. They'd guess goat, horse; every animal except llama.

"There was none around [at the time]," Gary said.

Indeed, in the 1980s, there were only a few llamas in the United States. However, in 2007, there were 122,680 in the country,

according to the census of farms and ranches.

Though the population has fallen since then, with the U.S. Department of Agriculture reporting only 40,000 llamas as of 2017, the Capasso's llama population is still going strong.

They have 57 of the regal animals on their property, some short with dalmatian-like coats and some tall with heavy white coats. Tucked away in Ballston Spa, they've run Dakota Ridge Farm, named after their first llama, for the last two decades.

At first, they didn't consider themselves a business - both Katrina and Gary had day jobs and ran the farm simply because they loved the animals. They bred llamas, which they occasionally sold, but much of the time, they couldn't part with them.

Then, a few years into starting the farm, a community member asked the Capassos to start a llama 4-H Club. "We [were] the first ones with llamas in this area," Katrina said,

"We started boarding llamas because the 4-H kids had to have their own llamas. Some of them are married and still board here."

Then, about eight years ago, the couple got involved with groups like Living Resources and local Arc chapters. Both organizations work with disabled community members.

The Capassos saw how much it did for those groups and how much fun they had and wanted to keep it going. Now, members of those groups visit and volunteer on the farm on a regular basis.

"They lead a llama around, they help me halter train the babies," Katrina said.

In the last few years, the couple also started leading llama treks, which are exactly what they sound like - a hike with a llama at one's side. During the spring and fall months, they take small groups to lead a llama through the trails just behind the farm.

The gentle nature of the



llamas makes for a relaxing walk along the wooded trails. With horses, people have to worry about not getting

under their foot and about them getting spooked, said Gary. That's not the case with llamas.

"If these guys step on your foot, it's like [they feel] rude," Gary said.

The only thing that really distracts the llamas is the greenery along the way, which can make the walk last more than the hour-long duration it's supposed to be. They'll often try to stop for a snack, sometimes going off the trail to get to healthy-looking grass. However, they're so docile that all it takes is a tug or two on the halter to get them back on though, Katrina said.

People can bring a lunch or a snack along on the trek, which they can put in a pack on the llama's back, to be enjoyed at the picnic tables on the trail or on the farm.

Since the treks are unique, they've had several people over the years use them as a chance to propose to a loved one or to celebrate a special birthday or anniversary.

They've also had a handful of prom-posals happen on the treks.

Back on the farm, people can take tours as well, where they explore all three barns and pastures.

"We bring them right in the barn with everybody," Katrina said, "People just love it. Some llamas like back rubs so they come right over for a back rub, some run away, they're all different."

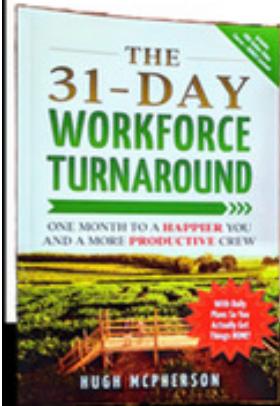
*Full Article:*

<https://bit.ly/2Wpe8s1>

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# New York ag businesses get financial boost



**NEW YORK** - If your New York-based agricultural business could use a financial boost, consider applying for a piece of the \$750,000 in grants from New York's Regional Economic Development Council Competition.

The grants are available through the Genesee Valley Regional Market Authority for research, education and promotion projects. The goal of the program is to help the state's ag industries grow, so the projects must support vital research and marketing of agricultural commodities, including maple, craft beverages and agritourism activities.

The Finger Lakes Wine Alliance promotes 35 wineries in the region. For the past two years, the



organization has received grants of \$15,000 each year from the state approved by the Genesee Valley Regional Market Authority to fund its Riesling Roadshow program, a program that takes winery products to several cities.

Eric Frarey, director of Finger

Lakes Wine Alliance, said that the grants "helped us broadcast our reach."

The grants allowed the organization to create handouts and support materials for education and procure locations in Buffalo, Rochester and Ithaca, New

York, and also in Philadelphia and Cleveland for tasting and educational events.

"We're getting out the message that the Finger Lakes is a great place to visit and we make quality wines and have a lot of family owned businesses," Frarey said. "Without the grants, it would make it difficult to execute this program."

He said that the promotion has increased sales for all the member wineries.

Frarey encourages agricultural organizations to apply for the grants.

"You need to have a clear target and be well organized," Frarey said. "The folks at Genesee Valley Regional Market Authority are open to ideas as long as they are leveraged to increase business. They have been really easy to work with and they're great partners."

Frarey is also a managing partner at Heron Hill Winery, which operates tasting rooms and shops in Canandaigua, Himrod and Hammondsport, New York.

"We are thankful for these investments and for the GVRMA's support of agriculture and its related industries," said Richard A. Ball, New York state agriculture commissioner in a release. "These resources, while based in the Genesee Valley, will help our farms and



food and beverage businesses across New York state through valuable education, research and promotion, allowing our producers to be more competitive and reach more consumers."

Agriculture represents one of the state's top industries, contributing \$2.4 billion to the state's gross domestic product

in 2017 and leading nationally for production of 15 popular farm products, including cottage cheese, sour cream and yogurt.

The grants will go to organizations in Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates counties.

"The long-term sustainability

of New York's agricultural industry is tied to strategic investments that support valuable research, development and education-based projects, which can, in turn, foster innovation and have a positive, transformative effect for farms and agribusinesses across the state," said Jen Metzger, New York State Senate Agriculture Committee chair, in a release. "While this funding is tailored to the Genesee Valley, it will provide important benchmarks for productivity that can guide farms and our ever-growing roster of craft beverage manufacturers across New York state who are interested in beginning or expanding an agritourism operation or diversifying what they grow."

In addition, the GVRMA Board awarded grants the

following projects to help promote the and market New York's agricultural industry:

- Cornell AgriTech - \$400,000 for the research and development of agricultural products.

- Cornell University - \$50,000 for agricultural workforce development programming as it relates to farm employee onboarding, housing management, supervisory leadership development and employee law compliance.

- Finger Lakes Wine Alliance - \$15,000 for promotion of NYS Rieslings in the Buffalo, Rochester and Albany markets.

- Cornell Cooperative Extension of Monroe County - \$15,000 to support Monroe County farmers in their efforts to create and promote agritourism on their farms.

- Empire State Potato Growers Association - \$7,500 for the marketing and promotion of New York state grown potatoes.

*Full Article:*  
<https://bit.ly/2WdQNKn>

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Correspondence to  
 Industry E News  
 419 Saint Francis Avenue  
 Smyrna TN 37167

## PUBLISHER

Dennis Macready  
 dennis@industrye-news.com

## EDITOR

Jamie Macready  
 Phone 317 408 6849  
 jamie@industrye-news.com

## ADVERTISING

Jamie Macready  
 Phone 317 408 6849  
 jamie@industrye-news.com

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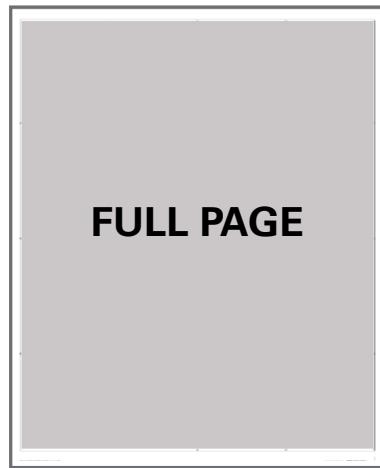
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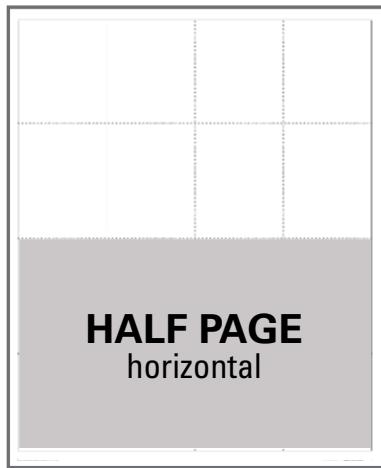
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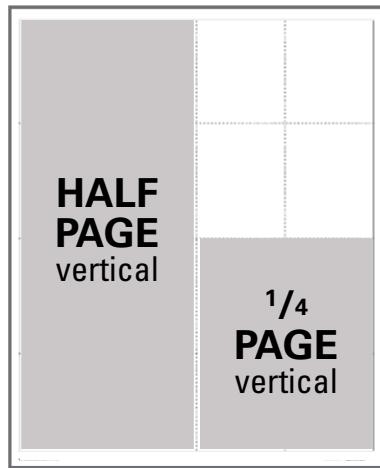
## AD FORMATS



**FULL PAGE**

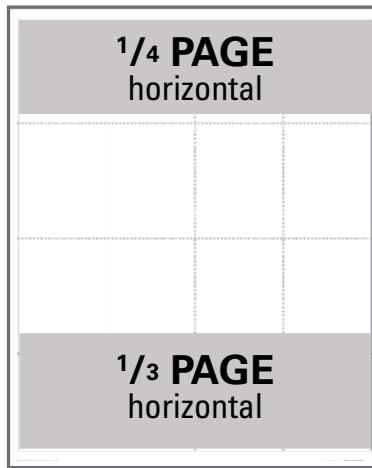


**HALF PAGE**  
horizontal



**HALF PAGE**  
vertical

**1/4 PAGE**  
vertical



**1/4 PAGE**  
horizontal

**1/3 PAGE**  
horizontal

## DISPLAY AD RATES

### **FULL PAGE: \$540**

11"H x 8.5"W

### **HALF PAGE: \$300**

Vertical • 9.2"H x 3.7"W

Horizontal • 4.5"H x 7.7"W

### **QUARTER PAGE: \$200**

Vertical • 4.5"H x 3.7"W

Horizontal • 2.3"H x 7.7"W

### **THIRD PAGE: \$240**

Horizontal • 3"H x 7.7"W

**EMAIL BANNER: \$1800** 48 weeks

**COMPANY PROFILE full page: \$250**

## ARTWORK RATES

Advertising rates are based on artwork being supplied to our specification in either high res jpg or pdf format.

## TERM DISCOUNTS

**12 WEEKS: 7.5%**

**24 WEEKS: 10%**

**48 WEEKS: 15%**

## DEADLINES

**Display ads:** Book by 10am Friday prior to publication

**Supply artwork:** Monday 12 noon prior to publication. jpg or pdf to our specifications with no crop marks or bleed.

## TERMS

New clients invoiced on booking. Existing clients 14 days.

## WHO TO CONTACT

**Press releases:** e: [jamie@industrye-news.com](mailto:jamie@industrye-news.com) | **Ad bookings:** Jamie Macready 317 408 6849

e: [jamie@industrye-news.com](mailto:jamie@industrye-news.com) | **Free subscription:** [dennis@industrye-news.com](mailto:dennis@industrye-news.com)