



Cornell Cooperative Extension

South Central NY Dairy and Field Crops Program

Serving Broome,
Chemung, Cortland,
Onondaga, Tioga, &
Tompkins Counties

SCNYDFC
CCE Cortland
60 Central Avenue,
Room 140
Cortland, New York
13045

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Field Crops
Specialist & Team
Leader

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Business Specialist

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Farm Specialist

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Administrative
Assistant
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March 18, 2021

Greetings,

The South Central NY Dairy & Field Crops Program provides educational opportunities and technical assistance to help the industry with emerging issues, production bottlenecks, and new technologies. Our primary audiences are dairy and field crop producers as well as agri-service providers with secondary audiences of the media, non-farm residents and consumers. We focus on areas that will help improve farm profitability within the region since farm financial success is a key to maintaining a viable dairy and field crops industry. Our program's education helps our industry respond to both internal and external forces that help it keep pace in a rapidly changing world.

One of the main tools with which we do this is our bi-monthly Dairy & Field Crop Digest. Our team prides itself on reaching our producers in the way they feel most comfortable accessing our latest industry news. We mail out over 600 hard copies and electronically mail our full-color digital copy to well over 500 producers. Our digital Digest is also available for free on our webpage and shared onto our social media platforms, increasing our reach even further.

While the vast majority of programs like ours have gone fully digital, we know how important our paper copies are to a large number of our producers. Due to the current climate and necessary cut-backs, we are hoping to offset the cost of printing and postage so that we may continue offering our digest in hard copy to those who request it.

For the first time, we have decided to offer advertising space within our Digest to agri-businesses who could also benefit from this coverage. Limited space will be available, as education is our number one goal and priority. I have attached our advertising rate sheet. The advertising submission deadline for this upcoming issue will be extended to April 10th to accommodate any new advertisers.

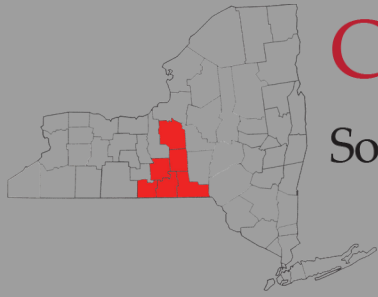
Issue	Deadline for Ads
Jan/Feb	12/5/2020
March/April	2/1/2021
May/June	4/1/2021
July/Aug	6/1/2021
Sept/Oct	8/1/2021
Nov/Dec	10/1/2021

— Bi-Monthly Advertising —		
Full Color in Digital and B x W in Print		
Cost per insertion		
	1 Time	6 times/Full Year <small>(10% discount, if paid in advance)</small>
Full page	\$200	\$1,200 (\$1,080)
1/2 page	\$115	\$690 (\$619)
1/4 page	\$80	\$480 (\$432)
1/8 page	\$40	\$240 (\$216)

We look forward to working with you and assisting you in meeting your advertising goals for this year. If you have any questions, please call me directly at 607.391.2662 or 607.725.7253, or email me at dg576@cornell.edu.

Sincerely,

Donette J. Griffith,
Administrative Assistant



Cornell Cooperative Extension

South Central NY Dairy and Field Crops Program

A Cornell Cooperative Extension partnership between Cornell University and the CCE Associations in Broome, Chemung, Cortland, Onondaga, Tioga, and Tompkins counties.

We are pleased to offer local companies the opportunity to advertise in our Newsletter, six total a year Dairy & Field Crop Digest.. This highly regarded newsletter includes timely articles written by our regional ag team specialists and industry experts about timely topics relevant to the needs of local producers. Our Dairy & Field Crop Digest is published 6 times a year on a bi-monthly basis and is distributed to local producers through out our six counties and beyond, by their choice of hardcopy print or email. The Dairy and Field Crop Digest is also accessible to the public on our website. Our producers on our mailing list range from dairy, livestock and field crop farmers to agricultural suppliers and consultants, sending over 600 hard copies in the mail and over 500 digitally.

Advertising in the Dairy and Field Crop Digest is a valuable way to target growers and agri-businesses in your area.

Ad Dimensions

Images accepted in PDF , TIFF, or JPEG format

	Width	Height
Full page	7.5"	9.5"
1/2 page Vertical	3.6"	9.5"
1/2 page Horizontal	7.5"	4.7"
1/4 page	3.6"	4.7"
1/8 page	3.6"	2.3"

Business Name: _____

Contact Name: _____

Address: _____

City, State Zip: _____

Phone: (_____) _____ - _____

Email: _____

Ad Size: _____

Frequency: _____

Amount Due: _____

Deadlines:

The Field Crop and Dairy Digest is a bi-monthly publication. All advertising material needs to be submitted by the first of the preceding even month (Feb, April, June, Aug, Oct, Dec) to Donette Griffith at dg576@cornell.edu.

Please mail your payment payable to 'SCDFC' to:
Cortland County CCE, Donette Griffith/SCDFC Team
60 Central Avenue—Room 140, Cortland, NY 13045

Thank you!

—Bi-Monthly Advertising—

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