



FREDERICK COUNTY GOVERNMENT

OFFICE OF THE COUNTY EXECUTIVE
Office of Economic Development

Jan H. Gardner
County Executive

W. Paul Dial, Chief Administrative Officer
Helen Prophet, Director

Dear Friends of Agriculture,

The Frederick County Office of Economic Development is pleased to be partnering with *Frederick Magazine* for the seventh year on a publication entitled *Homegrown Frederick*. This publication is our marketing tool to showcase our rural landscape while supporting the local farmers who help preserve our unique quality of life.

This marketing tool, first as the *Farm Guide* and now as *Homegrown Frederick*, has been published annually since 2006. Each year we have added new features and highlighted more of our agricultural businesses. Our distribution continues to increase through this partnership.

You can champion this project by responding to an advertising request from Diversions Publications, publisher of *Frederick Magazine*. Not only will this publication be distributed to their subscribers in the June 2021 issue, but it will also be available throughout the county at our farms, farmers markets, The Great Frederick Fair and other events **all year long**.

If you advertised previously in *Homegrown Frederick* we thank you and ask for your continued support. If you haven't had the opportunity, we hope you'll consider being part of this successful project- *Homegrown Frederick*.

Sincerely,

Helen Prophet,
Director, Office of Economic Development



Frederick County: Rich History, Bright Future

118 North Market Street, Frederick, MD 21701 • 301-600-1058 • Fax 301-600-2340

www.FrederickCountyMD.gov

DISPLAY AD SIZES

Homegrown Frederick

1/2 PAGE HORZ. AD
7.5"w x 3.562"h

1/4 PAGE AD
3.625"w x 3.562"h

1/4 PAGE AD
3.625"w x 3.562"h

1/2 PAGE VERT. AD
3.625"w x 7.375"h

1/4 PAGE AD
3.625"w x 3.562"h

1/4 PAGE AD
3.625"w x 3.562"h

FULL PAGE AD
8.25"w x 8.25"h (Trim Size)

Bleed
All images or color that extend to the edges of the layout must be pulled .125"-.25" (1/8-1/4 inch) outside the trim size

Safe Zone
All important text, logos, or graphics should be kept in "Safe Zone" to avoid being trimmed. .5" (1/2 inch) inside the trim size

DISPLAY RATES

FULL	1/2	1/4	INSIDE COVER	BACK COVER
\$1,600	\$1,000	\$600	\$2,000	\$2,500

PAGE 1 AVAILABLE ON REQUEST FOR \$1,900

**ABOUT
HOMEGROWN
FREDERICK**

Agriculture is a proud part of Frederick County's history, starting with the early settlers who cleared the land for crops, followed by townspeople building canning factories and milk processing plants. Clearly some of the past has disappeared, but farming continues to play an important part in the local economy with 65 percent of the land zoned for agriculture.

Increasingly, consumers are seeking fresh, locally-produced food and *Homegrown Frederick* is the go-to guide for connecting them to our farmers and growers. The publication will contain an extensive list of farms, whether it's an operation specializing in raising alpacas, beef cattle, heirloom vegetables or bedding plants, to pick-your-own operations and farms inviting you to come out and enjoy a corn maze.

Readers will also find listings for vineyards and farm breweries, as well as the best places for buying cut flowers or a Christmas tree. *Homegrown Frederick* is where you'll find the locations of farmers markets, an enterprise that's seeing more markets opening every year.

We invite you to be a part of *Homegrown Frederick*, a publication that proves the best of what nature has to offer is right here in our own county.

CONTACT SALES

RESERVE YOUR DISPLAY AD TODAY!

Please call 301-662-8171 or e-mail sales@fredmag.com