

# CCOF Certified Organic Magazine



The CCOF Magazine, Certified Organic, reaches a very select and influential group of organic farmers, processors, retailers, wholesalers, policy makers, and consumers nationwide and abroad. This includes CCOF's more than 1000 grower members, 350 processor/handler members, and 300 supporting members. In addition, *Certified Organic* is handed out at conferences and natural product expos nationwide and worldwide, and to consumers at natural food stores throughout California.

**The magazine is published quarterly with the seasons in January, April, July and October. Advertisements and space reservations are due the 10th of the previous month.**

## Ad Sizes and Rates

Page Size	Dimensions (inches)	Color Price	B/W Price
Full Page*	7.25" w x 10" h	\$1,200	\$825
1/2 Page Horizontal	7.25" w x 4.875" h	\$785	\$550
1/2 Page Vertical	3.5" w x 10" h	\$785	\$550
1/4 Page Horizontal	7.25" w x 2.5" h	\$425	\$300
1/4 Page Vertical	3.5" w x 4.875" h	\$425	\$300
Business Card	3.5" w x 2" h	\$250	\$175

### Premium Ads:

Page Size	Dimensions (inches)	Color Price
Back Cover 3/4 Page	7.25" w x 7.75" h	\$1100
Inside Front Cover*	7.25" w x 10" h	\$950
Inside Back Cover*	7.25" w x 10" h	\$950

### Discounts

Four Consecutive Insertions	10% off
Certified Clients	10% off

\* Bleed optional on full page ads. Bleed Size: 8.375" x 10.875"  
Trim Size: 8.25" x 10.75" Live Area: 7.25" x 7.75"

## Inserts

Inserts must be approved by CCOF prior to use and provided directly to mailing house no later than the 10th. of the quarterly publication month listed above. Full page inserts must be no larger than 8 1/4" x 10 3/4", trimming of larger pieces is available for a nominal fee.

### Insertion Options

Option A: Full production run insertion (approximately 7000) reaches all CCOF members, supporters, and receives regional and event distribution.....	\$1,100
Option B: Insertion into copies mailed to CCOF members, supporters and comps only (approximately 2200).....	\$750
Smaller Inserts Inserts smaller than a full page require sticky gum adhesive and are available for option B.....	\$700
Smaller pieces for option A available per quote only.	

**Product** Full color; open web printed, recycled stock, gloss, 8500 circ, growing to 10,000 by 2007/2008 Winter issue.

**Classified Ads** Classified line ads cost \$10.00 per line, seven words equal one line, with a three-line minimum. Ads will be posted on our web site for three months at no additional cost (www.ccof.org). Web-only classifieds are available at \$7.50 per line, prorated for the quarter. Classified line ads are free for CCOF certified clients. E-mail ads to advertising@ccof.org.

**Payment** for all advertisements is required in advance. At your request, we can continuously run your display ad until you tell us to stop. We will simply send you an invoice for each issue. A finance charge of 1.5% per a month will be applied to past due balances.

**Article Submissions** To discuss article ideas, please contact CCOF or e-mail advertising@ccof.org. Submitting an article does not guarantee acceptance and printing. Articles subject to editing for space.



### We accept the following electronic formats:

- Press Quality PDF files (preferred)
- TIF files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outline

All ads, except full page, must have borders. Please contact us if you have any questions or would like to talk with our graphic designer regarding designing/altering your ad. Ads requiring re-sizing or correction will be billed for our graphic designer's time.

*We reserve the right to refuse any ad for publications.*

**Questions, Please contact  
Eric Fraser at 707-829-6028  
advertising@ccof.org**



CCOF  
2155 Delaware Avenue, Suite 150, Santa Cruz, CA 95060  
(831) 423-2263 • fax (831) 423-4528  
advertising@ccof.org • www.ccof.org

# CCOF Certified Organic Magazine Ad Placement Agreement



Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web Address \_\_\_\_\_  
 Contact Person \_\_\_\_\_ E-mail \_\_\_\_\_

## Ad Information

Please run the same ad on file, and provide us a proof to make sure no changes are needed.

I am enclosing my ad (new or first time). Ad size:

<input type="checkbox"/> Full	COLOR	7.25" w x 10" h	\$ 1,200
<input type="checkbox"/> Full	BLACK & WHITE	7.25" w x 10" h	\$ 825
<input type="checkbox"/> 1/2 Vertical	COLOR	3.5" w x 10" h	\$ 785
<input type="checkbox"/> 1/2 Vertical	BLACK & WHITE	3.5" w x 10" h	\$ 550
<input type="checkbox"/> 1/2 Horizontal	COLOR	7.25" w x 4.875" h	\$ 785
<input type="checkbox"/> 1/2 Horizontal	BLACK & WHITE	7.25" w x 4.875" h	\$ 550
<input type="checkbox"/> 1/4 Vertical	COLOR	3.5" w x 4.875" h	\$ 425
<input type="checkbox"/> 1/4 Vertical	BLACK & WHITE	3.5" w x 4.875" h	\$ 300
<input type="checkbox"/> 1/4 Horizontal	COLOR	7.25" w x 2.5" h	\$ 425
<input type="checkbox"/> 1/4 Horizontal	BLACK & WHITE	7.25" w x 2.5" h	\$ 300
<input type="checkbox"/> Business Card	COLOR	3.5" w x 2" h	\$ 250
<input type="checkbox"/> Business Card	BLACK & WHITE	3.5" w x 2" h	\$ 175

I am interested in Insert Options:

<input type="checkbox"/> Full production run insertion (approximately 7000)	\$1,100
<input type="checkbox"/> Members, supporters and comps only (approximately 2200)	\$750
<input type="checkbox"/> Smaller Inserts, available for option B	\$700

### Discounts

Four Consecutive Insertions	10% off
Certified Clients	10% off

## Payments

A check is included payable to CCOF     Please bill me     Please charge my credit card:     MC     Visa     AmEX

Amount \$ \_\_\_\_\_ Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Security Code (last 3 digits on back of card) \_\_\_\_\_ Signature \_\_\_\_\_

### We accept the following electronic formats:

- Press quality PDF files (fonts must be embedded)
- TIF files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outline
- All files must be Process Color or Black and White only.
- Editing of non-compliant files will be charged at \$65/hour

**Please e-mail electronic ads to: [advertising@ccof.org](mailto:advertising@ccof.org)**

*Bleed optional on full page ads.*

*Bleed Size: 8.375" x 10.875"*

*Trim Size: 8.25" x 10.75"*

*Live Area: 7.25" x 7.75"*

**Questions, Please contact  
Eric Fraser at 707-829-6028  
[advertising@ccof.org](mailto:advertising@ccof.org)**

**Fax to: 707-829-4715**

*A finance charge of 1.5% per month will be applied to past due balances. Ad insertion orders for ads unpaid by 11/9/09 may be cancelled, however the charge is still enforceable.*



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