



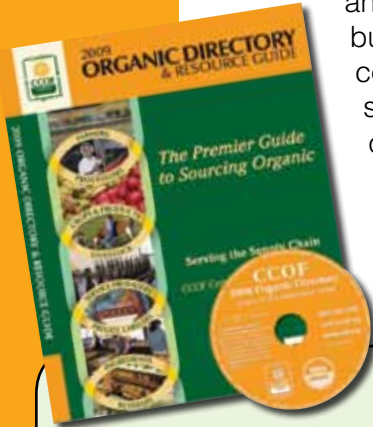
CCOF Advertising Opportunities for 2010

Rates for CCOF CERTIFIED MEMBERS

CCOF invites all our certified members to showcase their products and services and provide more information on their business by advertising in our full color publications. CCOF is a trusted source of information by all elements of the organic sector: producers, processors, manufacturers, wholesalers, retailers and consumers throughout the United States and beyond, all of whom use

our publications and website as essential reference guides to sourcing organic.

Increasing demand for CCOF publications and on-line information is evidenced by the positive feedback we receive at the numerous trade shows, and consumer events CCOF participates in each year and by more visitors to our website. A range of generous advertising discounts are now available to certified members.



*2009 Apex Award Winner

2010 Organic Directory and Resource Guide

The Best Guide to Sourcing Organics

Publication Date: January, 2010. Published once per year in full color.

Ad Reservation Deadline: November 6, 2009

ISSN #: 1940-8943

Expected Distribution: 7,500 (5000 printed copies, 2500 published in CD format.)

Distribution is free of charge to CCOF members and to retail buyers, manufacturers, wholesalers, and consumers at trade shows and public outreach events throughout the year. \$ 24.95 retail price, wholesale pricing available.

The 2010 Organic Directory and Resource Guide is a comprehensive look at CCOF's 2000+ certified members and the products they grow, produce, and distribute. Over 300 supporting members are listed in the Resource Guide creating the largest collection of organic resources in print.

Enhance Your Directory Listing



Add your full color logo to your free 2010 Organic Directory listing. Pay a one-time, \$100 fee to place your logo along side your listing to further highlight and promote your product to customers.

A special section at the front of the directory is also available for certified members' display ads.

Display Ad Rates: (Color or B/W)

Member Price!

Add Color Logo to your Certified Operations Listing

	Regular
Business Card 3.625 x 2.25 inches	\$ 425.00
Quarter Page (v) 3.625 x 4.875, or (h) 7.375 x 2.25	\$ 700.00
Half Page (v) 3.625 x 9.75, or (h) 7.375 x 4.875	\$ 1075.00
Full Page 7.375 x 9.75 inches	\$ 1575.00

15% off for CCOF Certified Member	Additional 10% Discount for Consecutive Ads *
\$ 100.00 (one time)	
\$ 361.25	\$ 318.75
\$ 595.00	\$ 525.00
\$ 913.75	\$ 806.25
\$ 1338.75	\$ 1181.25

Insertion: have your marketing literature; leaflets, flyers, catalogues, samples inserted into the 2010 Directory mailing to put your product in front of 2,750 CCOF certified organic operations and supporting members. Insertion costs start at \$895, depending on size and weight the of advertiser-supplied insert. Space is limited. Discuss your options with Eric Fraser at 707-921-6152 or advertising@ccof.org.

*Earn additional discounts by consecutive issue advertising in the 2010 Organic Directory, Certified Organic Magazines.

Certified Organic Magazine

Full-color, approx. 44-page, quarterly publication.

Publication Dates and Deadlines:

Winter 2010	Publishes January, 2010.	Ad Deadline November 6, 2009.
Spring 2010	Publishes April, 2010.	Ad Deadline March 5, 2010.
Summer 2010	Publishes July, 2010.	Ad Deadline June 4, 2010.
Fall 2010	Publishes October, 2010.	Ad Deadline August 27, 2010.

ISSN#: 1940-8870

Expected Print Run: 6,000

Distribution is mainly free of charge to CCOF members and to retail buyers, manufacturers, wholesalers, and consumers at trade shows and public outreach events throughout the year. \$7.95 retail price, wholesale pricing available.

Each quarterly edition of Certified Organic Magazine is packed with up-to-date information for the organic enthusiast. Each issue contains: Member and Certification News, Understanding Organic, Advocacy News, Member Profile, Updated Member Listings, Events Calendar, and Classified Ads, in addition to a feature article. Past feature articles have addressed important topics related to soil and water conservation, liquid fertilizers, integrated pest management, the organic beer and wine industry, and organic across the generations.

Display Ad Rates: (Color or B/W)

Member Price!

	Regular	15% off for CCOF Certified Member	Additional 10% Discount for Consecutive Ads *
Business Card 3.625 x 2.25 inches	\$ 260.00	\$ 221.00	\$ 195.00
Quarter Page (v) 3.50 x 4.875, or (h) 7.25 x 2.50	\$ 450.00	\$ 382.50	\$ 337.50
Half Page (v) 3.50 x 9.75, or (h) 7.25 x 4.875	\$ 825.00	\$ 701.25	\$ 618.75
Full Page 7.25 x 9.75 inches	\$ 1275.00	\$ 1083.75	\$ 956.25

Send your 8.25 X 10.75 inch flyer to our mailing list of 2,750 CCOF certified and supporting members. Insertion cost \$895. Insert your 8.25 x 10.75 inch flyer into the full magazine print run of 6,000 for \$1725. Insertion costs vary with size and weight of advertiser-supplied insert.

*Earn additional discounts by consecutive issue advertising in the 2010 Organic Directory, Certified Organic Magazines.

Classified Ads



CCOF Certified members may place free classified ads online and in Certified Organic Magazine. Free classified ads are placed in the magazine based on space being available. To submit your ad, please send an email to marketing@ccof.org with a subject line of "CCOF Client Classified Ad", or fax your ad to CCOF at (831) 423-4528.

Please be sure to submit your ad as you would like it to appear, include contact information, and note your client code or operation name for verification of certified status. Some ads may be edited for space and/or clarity. All on-line ads will be removed after 90 days unless you contact us.

General Information

Payment: Payment is due by the publication date published on your invoice. Past due invoices are subject to a monthly finance charge of 1 1/2%. Invoices are considered past due after 30 days grace. Visa, Mastercard, and American Express are accepted for your convenience.

Editorial Submissions: To submit information for the Member News section, or suggest a Member Profile or feature article please email your request to marketing@ccof.org.

CCOF reserves the right to refuse any advertisement for any reason.



Art Requirements for Print Ads

We accept the following electronic formats:

- Press quality PDF files with embedded fonts.
- 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/White only.

Full Page ads may bleed. Bleed Size 8.5 x 11, Trim Size 8.25 x 10.75, Live Area 7.25 x 9.75.

Art production, editing, and corrections of non-compliant files may be billed at \$85/hour.

For information contact Eric Fraser at (707) 921-6152, or advertising@ccof.org.



www.ccof.org