



CCOF Advertising Opportunities for 2010

Rates for CCOF SUPPORTING MEMBERS

For over 35 years, CCOF has been a trusted source of information on organic farming and food production. Our information resources include full color publications and on-line media targeted to all segments of the organic sector throughout the United States and beyond. Growers, producers, processors, manufacturers, wholesalers, retailers and consumers use CCOF's publications and website as essential guides to sourcing organic.

CCOF certifies over 80% of California's organic agriculture and is active in 35 states and three countries, including Canada and Mexico. Increasing demand for CCOF publications and on-line information is evident at the numerous events CCOF participates in each year and more visits to our website.

Readers tell us they enjoy using our publications, and frequently keep back issues for reference.

To participate and advertise in CCOF's media opportunities, your business must be a current CCOF business supporting member, or CCOF certified member. Supporting members enjoy several benefits, including discounts on ads, and a one-time allowance to encourage ads in the "Certified Organic" magazine. Other benefits include listings and announcements in our publications and on-line, the right to use the CCOF supporting member logo, merchandise discounts, tickets and invitations to events, and more. For full information on CCOF Supporting Member benefits visit: www.ccof.org/support.php



Become a Supporting Member

SUPPORTING MEMBER LEVEL	FEE	AD DISCOUNT	AD ALLOWANCE
Promoting Business	\$100	10% Frequency Discount	No Allowances
Ag Advisor/Consultant	\$100	10% Frequency Discount	No Allowances
Contributing Business	\$500	10% Frequency Discount	\$ 200 one-time magazine
Sustaining Business	\$1000	10% Frequency Discount	\$ 350 one-time magazine
Lifetime Supporter	\$2500 (one-time payment)	10% Discount on all ads 10% Frequency Discount	\$ 600 one-time magazine web link on www.ccof.org
Lifetime Benefactor	\$5000 (one-time payment)	15% Discount on all ads 10% Frequency Discount	\$ 900 one-time magazine web link on www.ccof.org



Certified Organic Magazine

A 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 free of charge to CCOF members and to retail buyers, wholesalers, manufacturers, 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)

	Regular	10% Discount for Consecutive Ads *	Additional 15% Discount for Lifetime Supporting Members*
Business Card 3.625 x 2.25 inches	\$ 260.00	\$ 234.00	\$ 208.00
Quarter Page (v) 3.50 x 4.875, or (h) 7.25 x 2.50	\$ 450.00	\$ 405.00	\$ 360.00
Half Page (v) 3.50 x 9.75, or (h) 7.25 x 4.875	\$ 825.00	\$ 742.50	\$ 660.00
Full Page 7.25 x 9.75 inches	\$ 1275.00	\$ 1147.50	\$ 1020.00

Send your 8.25 X 10.75 inch flyer to our mailing list of 2750 CCOF certified and supporting members. Insertion costs \$895. Insert your 8.25 X 10.75 inch flyer into the full magazine print run of 6,000 for \$1725.

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

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



*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. Approx. 260 pages.

Ad Reservation Deadline: November 6, 2009

Resource Guide categories include:

- Agricultural Advisors
- Animal Nutrition
- Business Services
- Distributors
- Farm Supplies
- Farmers' Markets
- Food Safety
- Ingredients
- Integrated Pest Management
- Organic Consultants
- Packaging and Labeling
- Processing Materials
- Publications
- Retail Stores
- Seeds
- Soil and Water
- Tradeshows
- Wineries and more!

ISSN #: 1940-8943

Expected Distribution: 7,500 (5,000 printed copies, 2500 published in CD format.)

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. \$ 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. CCOF certified members use this guide to source the products they need for their day-to-day operations. **Supporting members are encouraged to further showcase their products with display advertising.**

Display Ad Rates: (Color or B/W)

		Regular	10% Discount for Consecutive Ads *	Additional 15% Discount for Lifetime Supporting Members *
Business Card	3.625 x 2.25 inches	\$ 425.00	\$ 382.50	\$ 340.00
Quarter Page	(v) 3.625 x 4.875, or (h) 7.375 x 2.25	\$ 700.00	\$ 630.00	\$ 560.00
Half Page	(v) 3.625 x 9.75, or (h) 7.375 x 4.875	\$ 1075.00	\$ 967.50	\$ 860.00
Full Page	7.375 x 9.75 inches	\$ 1575.00	\$ 1417.50	\$ 1260.00
Additional Listing in the Resource Guide		\$ 75.00	\$ 67.50	\$ 60.00

Insertion: have your marketing literature; multi-page catalogues, leaflets, samples or speciality items inserted into the 2010 Directory mailing to put your product in front of over 2000 organic growers and processors. Insertion costs from \$895 and depends on size and weight of insert. Space is limited. Discuss your options with Eric Frasers at (707) 921-6152 or advertising@ccof.org

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

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.

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



**Awarded to the 2009 CCOF Organic Directory and Resource Guide*

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.

Classified Ads: CCOF Supporting Business 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 Supporting Member 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. Some ads may be edited for space and/or clarity. All on-line ads will be removed after 90 days unless you contact us.



www.ccof.org

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