



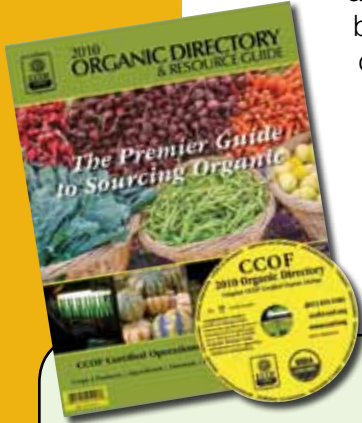
# CCOF Advertising Opportunities for 2011

## 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

### 2011 Organic Directory and Resource Guide

**The Best Guide to Sourcing Organics**

Publication Date: January, 2011. Published once per year in full color.

**Ad Reservation Deadline: November 5, 2010**

ISSN #: 1940-8943

**Expected Distribution:** 7,000 (5,000 printed copies, 2,000 published in CD format.) *Digital version of the Resource Guide available in 2011.*

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.

The 2011 Organic Directory and Resource Guide is a comprehensive look at CCOF's 2,400+ 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 2011 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	15% off for CCOF Certified Member	Additional 10% Discount for Consecutive Ads *
Business Card 3.60"w x 2.40"h	\$ 425.00	\$ 361.25	\$ 318.75
Quarter Page 3.60"w x 4.90"h, or 7.50"w x 2.40"h	\$ 750.00	\$ 637.50	\$ 562.50
Half Page 3.60"w x 10.00"h, or 7.50"w x 4.90"h	\$ 1,195.00	\$ 1,015.75	\$ 896.25
Full Page 8.250"w x 10.750"h**	\$ 1,750.00	\$ 1,487.50	\$ 1,312.50

**Insertion:** Have your marketing literature; leaflets, flyers, catalogues, samples inserted into the 2011 Directory mailing to put your product in front of over 2,750 CCOF certified organic operations and supporting members. Insertion costs start at \$895, depending on size and weight of the advertiser-supplied insert. Space is limited. Discuss your options with Eric Fraser at (707) 921-6152 or email him at [advertising@ccof.org](mailto:advertising@ccof.org).

\*Earn additional discounts by consecutive issue advertising in the 2011 Organic Directory and Certified Organic magazines.

\*\*Bleed dimensions are 8.50"w x 11.00"h. Recommended live matter area dimensions are 7.50"w x 10.00"h.

For information contact Eric Fraser at (707) 921-6152, or [advertising@ccof.org](mailto:advertising@ccof.org) [www.ccof.org](http://www.ccof.org)

**Digital ads available Spring 2011. Ask us for more details!**



# Certified Organic Magazine

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

## Publication Dates and Deadlines:

<b>Winter 2011</b>	Publishes January, 2011.	<b>Ad Deadline December 2, 2010</b>
<b>Spring 2011</b>	Publishes April, 2011.	<b>Ad Deadline March 4, 2011</b>
<b>Summer 2011</b>	Publishes July, 2011.	<b>Ad Deadline June 3, 2011</b>
<b>Fall 2011</b>	Publishes October, 2011.	<b>Ad Deadline August 29, 2011</b>

ISSN#: 1940-8870

Expected Print Run: 6,000 (plus digital edition in Spring, 2011.)

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.

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	3.60"W x 2.40"H	\$ 260.00	\$ 221.00	\$ 195.00
Quarter Page	3.60"W x 4.90"H, or 7.50"W x 2.40"H	\$ 475.00	\$ 403.75	\$ 356.25
Half Page	3.60"W x 10.00"H, or 7.5"W x 4.9"H	\$ 875.00	\$ 743.75	\$ 656.25
Full Page	8.25"W x 10.75"H**	\$ 1,375.00	\$ 1,168.75	\$ 1,031.25

Send your 8.25" w X 10.75" h flyer to our mailing list of 2,750 CCOF certified and supporting members. Insertion cost \$895. Insert your 8.25" w x 10.75" h flyer into the full magazine print run of 6,000 for \$1,725. Insertion costs vary with size and weight of advertiser-supplied insert.

\*Earn additional discounts by consecutive issue advertising in the 2011 Organic Directory, Certified Organic magazines.

\*\*Bleed dimensions are 8.50w" x 11.00h". Recommended live matter area dimensions are 7.50w" x 10.00h".

## 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](mailto: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](mailto:marketing@ccof.org).

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



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

## 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.

DIMENSIONS: Trim Size is 8.25" w x 10.75" h, Bleed Size is 8.50" w x 11.00" h, Live Area is 7.50" w x 10.00" h.

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

Ask about having our creative staff help design your ad.

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



[www.ccof.org](http://www.ccof.org)