



# CCOF Advertising Opportunities for 2011

## 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.

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](http://www.ccof.org/support.php)

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

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



### Become a Supporting Member

SUPPORTING MEMBER LEVEL	FEE	AD DISCOUNT	AD ALLOWANCE
Lifetime Benefactor	\$ 5,000.00	15% Discount on all ads 10% Frequency Discount	\$ 900 magazine ad Allowance web link on <a href="http://www.ccof.org">www.ccof.org</a>
Lifetime Supporter	\$ 2,500.00	10% Discount on all ads 10% Frequency Discount	\$ 600 magazine ad Allowance web link on <a href="http://www.ccof.org">www.ccof.org</a>
Sustaining Business	\$ 1,000.00	10% Frequency Discount	\$ 350 magazine ad Allowance
Contributing Business	\$ 500.00	10% Frequency Discount	\$ 200 magazine ad Allowance
Ag Advisor/Consultant	\$ 100.00	10% Frequency Discount	No Allowances
Promoting Business	\$ 100.00	10% Frequency Discount	No Allowances

### Certified Organic Magazine

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

	Regular	10% Discount for Consecutive Ads *	Additional 15% Discount for Lifetime Benefactors*
Business Card 3.60"w x 2.40"h	\$ 260.00	\$ 234.00	\$ 195.00
Quarter Page 3.60"w x 4.90"h, or 7.50"w x 2.40"h	\$ 475.00	\$ 427.50	\$ 356.25
Half Page 3.60"w x 10.00"h, or 7.50"w x 4.90"h	\$ 875.00	\$ 787.50	\$ 656.25
Full Page 8.25"w x 10.75"h**	\$ 1,375.00	\$ 1,237.50	\$ 1,031.25

Send your 8.25 X 10.75 inch flyer to our mailing list of 2,750 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 \$1,725.

\*Earn additional discounts by consecutive issue advertising in the 2011 *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).



\*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. Approx. 260 pages.

**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 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. The 2011 Organic Directory and Resource Guide is a comprehensive look at CCOF's 2,300+ 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.**

### 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!

### Display Ad Rates: (Color or B/W)

	Regular	10% Discount for Consecutive Ads *	Additional 15% Discount for Lifetime Benefactors*
Business Card 3.60"w x 2.40"h	\$ 425.00	\$ 382.50	\$ 318.75
Quarter Page 3.60"w x 4.90"h, or 7.50"w x 2.40"h	\$ 750.00	\$ 675.00	\$ 562.50
Half Page 3.60"w x 10.00"h, or 7.50"w x 4.90"h	\$ 1,195.00	\$ 1,075.50	\$ 896.25
Full Page 8.25"w x 10.75"h**	\$ 1,750.00	\$ 1,575.00	\$ 1,312.50
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 2011 Directory mailing to put your product in front of over 2,750 organic growers and processors. Insertion costs \$895 and depends on size and weight of insert. Space is limited. Discuss your options with Eric Frasers 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, 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.

### 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

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



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



\*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 ½%. 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).

**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](mailto: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.

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