



# 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	Width x Depth (inches)	Price
Full Page*	7.25" x 10"	\$700
1/2 Page Horizontal	7.25" x 4.875"	\$400
1/2 Page Vertical	3.5" x 10"	\$475
1/4 Page Horizontal	7.25" x 2.5"	\$250
1/4 Page Vertical	3.5" x 4.875"	\$250
Business Card	3.5" x 2"	\$150

## Premium Ads

Page Size	Width x Depth (inches)	Price
Back Cover 3/4 Page	7.25" x 7.75"	\$1100
Inside Front Cover*	7.25" x 10"	\$950
Inside Back Cover*	7.25" x 10"	\$950

## 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

- A** Full production run insertion (approximately 7000) reaches all CCOF members, supporters, and receives regional and event distribution.....\$850
- B** Insertion into copies mailed to CCOF members, supporters and comps only (approximately 2200).....\$500
- 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.

**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 marketing@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 marketing@ccof.org. Submitting an article does not guarantee acceptance and printing. Articles subject to editing for space.

### We accept the following electronic formats:

- TIF files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outline
- Press quality PDF files (black & white, fonts must be embedded)

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.

### Discounts

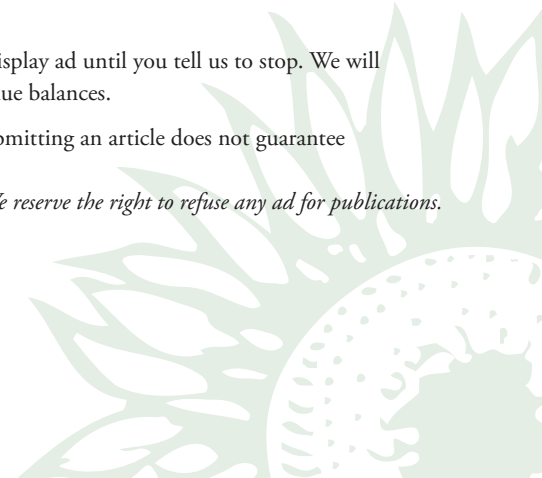
- Four Consecutive Insertions.....20% off
- Certified Clients.....20% off

\* 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"

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



**CCOF**  
1115 Mission Street, Santa Cruz, CA 95060-3526  
(831) 423-2263 • fax (831) 423-4528  
marketing@ccof.org • www.ccof.org





# CCOF 2008 Organic Directory

The CCOF annual Organic Directory is widely distributed and reaches a targeted and influential group of organic farmers, processors, retailers, wholesalers, policy makers, media representatives, and consumers. This includes over 1000 certified organic growers, more than 350 certified organic processor/handlers, and 300 CCOF supporting businesses and individual members. In addition, the Organic Directory is a popular resource distributed nationwide and abroad at natural and organic tradeshows and conferences.

Space reservations and ads are due by November 9, 2007.



## Specifications

Please send electronic ads to [marketing@ccof.org](mailto:marketing@ccof.org). All ads require a border, with the exception of full-page ads. All printing is done in one color (except for premium placement).

**Include your logo next to your listing!** In addition to display ads, we are offering the opportunity to include your logo with your certified client or supporting membership listing. See information below. Please contact us for special early bird rates and magazine and directory advertising combo specials.

## Ad Sizes and Rates

Page Size	Mechanical Size	Price
Full .....	7 1/2" x 10" .....	\$1100
1/2 vertical .....	3 1/2" x 9 1/2" .....	\$750
1/2 horizontal .....	7 1/4" x 4 3/4" .....	\$750
1/4 vertical .....	3 1/2" x 4 3/4" .....	\$500
1/4 horizontal .....	7 1/2" x 2 1/4" .....	\$500
1/8 business card (horizontal only) .....	3 1/2" x 2 1/4" .....	\$300

CCOF certified clients receive a 10% discount on all display ads.

Contact us for special rates for directory and magazine combination orders.

A finance charge of 1.5% per month will be applied to past due balances.

CCOF does not endorse advertisers, but we do appreciate their support. Advertisers from the previous year's directory will be given first choice for Premium Placement ads. We reserve the right to refuse any ad for publication.

Please call our office with questions and to reserve your space.

**Thank you for supporting CCOF!**

**Remember, space reservations and ads are due by November 9, 2007.**

### We accept the following electronic formats:

- TIF files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outline
- Press quality PDF files (black & white, fonts must be embedded)

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.

### Logos should be supplied:

- at least 2" wide
- 300 dpi or greater
- eps or tif file
- black only

### Premium Placements (4-color)

Back Cover, full page:.....	\$2,500
Front Inside cover, full page:.....	\$2,000
Back Inside Cover, full page: .....	\$1,550

### Logo (Certified Clients & Supporting Members Only)

Text Listing.....	FREE
Include your Logo with listing.....	\$75
Include your Logo with display ad purchase .....	FREE



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# CCOF Ad Placement Agreement

## Certified Organic Magazine & Organic Directory

Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

### Ad Placement

- Yes, Please continue running our ad in **Certified Organic** until further notice. Date \_\_\_\_\_  
Signature \_\_\_\_\_
- Yes, Please run our ad in the next **Certified Organic**. Contact me for future advertising opportunities.
- Yes, Please run our ad in the next **CCOF Organic Directory**. Contact me for future advertising opportunities.
- Yes, Please run our ad in the upcoming spring/summer/fall/winter issues of **Certified Organic**.  
Special Requests \_\_\_\_\_

### 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:
  - Full Page  1/2 Page horizontal
  - 1/2 Page vertical  1/4 Page horizontal
  - 1/4 Page vertical  Business Card
  - Classified Ad (\$10/line)  Logo

**Please e-mail electronic ads to [marketing@ccof.org](mailto:marketing@ccof.org). Mail to: CCOF, 1115 Mission St., Santa Cruz, CA 95060, Attn: Marketing**

### Payments

- A check is included payable to CCOF.  Please bill me.
- Please charge my credit card  MC  Visa  AmEX Expiration Date \_\_\_\_\_ Amount \$ \_\_\_\_\_  
Credit Card Number \_\_\_\_\_ Security Code \_\_\_\_\_  
(Last 3 digits on back of card)
- Signature \_\_\_\_\_

If you have further questions regarding ad sizes, rates or specs, please contact marketing at (831) 423-2263 or by e-mail at [marketing@ccof.org](mailto:marketing@ccof.org). Thanks!

Signature \_\_\_\_\_

Date \_\_\_\_\_

#### We accept the following electronic formats:

- TIF files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outline
- Press quality PDF files (black & white, fonts must be embedded)

#### Logos (Directory only) should be supplied:

- at least 2" wide • 300 dpi or greater
- eps or tif file • black only



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