



CCOF Advertising Opportunities

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 within the organic sector. Producers, processors, manufacturers, wholesalers, retailers and consumers use our publications and website as essential reference guides to sourcing organic.

Increasing demand for CCOF publications and online information is evidenced by the feedback we receive at trade shows and consumer events as well as by the growing amount of visitors to our website. As a CCOF Trade Association benefit, a range of generous advertising discounts are now available to all CCOF Certified Members.

2012 Organic Directory & Resource Guide

ORGANIC DIRECTORY & RESOURCE GUIDE: THE PREMIER GUIDE TO SOURCING ORGANICS

Published once per year in full color. Approximately 250 pages.

ISSN#: 1940-8943

Expected Distribution: 4,000 plus digital distribution

Publication Date: January 2012

Ad Reservation Deadline: November 4, 2011



Distribution is free of charge mainly to CCOF certified members and to retail buyers, manufacturers, wholesalers, and consumers at trade shows and public outreach events throughout the year. The 2012 Organic Directory & Resource Guide is a comprehensive look at CCOF's 2,400+ certified members and the products they grow, produce, and distribute. Over 300 Business Partners 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 Organic Directory listing. Pay a one-time \$100 fee to place your logo alongside your listing to further highlight and promote your product to customers and potential business partners.

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

DISPLAY AD RATES (Color or B/W)

	Regular	15% off for Certified Members	Additional 10% Frequency Discount*
<i>Add Color Logo to your Certified Operations Listing</i>		\$100.00 (one time)	
<i>Business Card</i> 3.60"w x 2.40"h	\$425.00	\$361.25	\$318.75
<i>Quarter Page</i> 3.60"w x 4.90"h or 7.50"w x 2.40"h	\$750.00	\$637.50	\$562.50
<i>Half Page</i> 3.60"w x 10.00"h or 7.50"w x 4.90"h	\$1,195.00	\$1,015.75	\$896.25
<i>Full Page</i> 8.25"w x 10.75"h**	\$1,750.00	\$1,487.50	\$1,312.50

INSERTION

Have your marketing literature inserted into the Organic Directory mailing to put your product in front of over 2,700 CCOF certified organic operations and supporting members. Insertion costs start at \$895 and depends on size and weight of the 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 2012 Organic Directory or "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 more advertising information, contact Eric Fraser at (707) 921-6152 or advertising@ccof.org

Certified Organic Magazine

Ask about digital distribution!

A full-color, approximately 48-page, quarterly publication.

ISSN#: 1940-8870

Expected Distribution: 4,500 plus digital distribution

PUBLICATION DATES & DEADLINES

Winter 2012	Publishes January 2012	Ad Deadline November 30, 2011
Spring 2012	Publishes April 2012	Ad Deadline February 24, 2012
Summer 2012	Publishes July 2012	Ad Deadline May 25, 2012
Fall 2012	Publishes October 2012	Ad Deadline August 24, 2012



Distribution is mainly 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, including: informative feature articles, member and certification news, marketing guides, advocacy updates, member profiles and listings, an events calendar, and more! 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 marketing.

DISPLAY AD RATES (Color or B/W)

	Regular	15% off for Certified Members	Additional 10% Discount for Frequency
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 7.50" w x 4.90" 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 flier to our mailing list of 2,700 CCOF certified and supporting members. Insertion costs \$895.
- » Insert your 8.25" w x 10.75" h flier into the full magazine print run of 4,500 for \$1,425 (varies with insert size and weight).

*Earn additional discounts by consecutive issue advertising in the 2012 *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 more advertising information, contact Eric Fraser at (707) 921-6152 or advertising@ccof.org.

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 outlines

All files must be Process Color or Black/White only.

Dimensions: Trim Size is 8.25" 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.



Visit us online at www.ccof.org

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

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 1.5%. Invoices are considered past due after 30 days grace. Visa, Mastercard, and American Express are accepted for your convenience.

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

Classified Ads: CCOF Certified Members may place free classified ads on the CCOF website. To submit your ad, please visit www.ccof.org/classifieds.php or send an email to marketing@ccof.org with "CCOF Client classified ad" in the subject line, or fax your ad to CCOF at (831) 423-4528. Please be sure to submit your ad as you would like it to appear, including 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 ads will be removed after 90 days, unless you contact us.



Awarded to the 2009 CCOF Organic Directory and Resource Guide

TOGETHER WE CAN BUILD THE ORGANIC MOVEMENT