



Reach the Organic Community

# CCOF ADVERTISING OPPORTUNITIES

# CCOF: More than an Organic Certifier

## CCOF advances organic agriculture for a healthy world.

We advocate on behalf of our members for organic policies, support the growth of organic through education and grants, and provide organic certification that is personal and accessible.

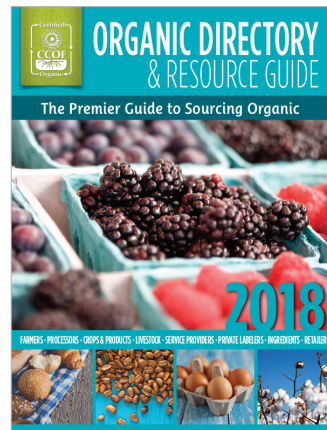
CCOF is a nonprofit organization governed by the people who grow and make our food. Founded in California more than 40 years ago, today our roots span the breadth of North America and our presence is internationally recognized. We are supported by an organic family of farmers, ranchers, processors, retailers, consumers, and policymakers. Together, we work to realize a future where organic is the norm.



### About Our Publications

CCOF is a long-trusted source of information on organic farming and food production. From full-color publications to targeted online media, our information resources appeal to all segments of the organic sector, from producer to supplier to consumer.

Our magazines feature organic and agricultural news, certified organic producer stories, policy updates, and crucial compliance information for certified operations. The CCOF *Organic Directory & Resource Guide* serves as essential sourcing tool for organic products at each level of the supply chain. Increasing demand for CCOF publications and online information is evident at the numerous events CCOF participates in each year and in the high traffic to our website. Readers tell us they enjoy using our publications and frequently keep back issues for reference.

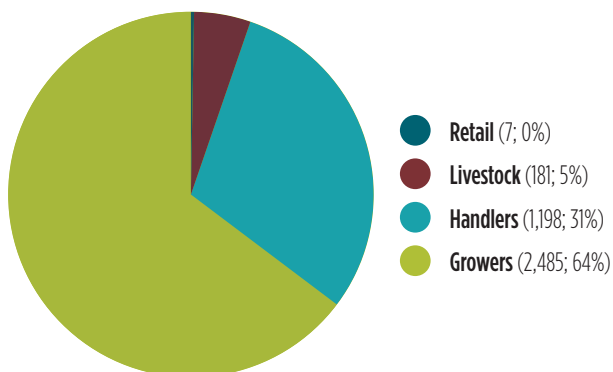


### About Our Readers

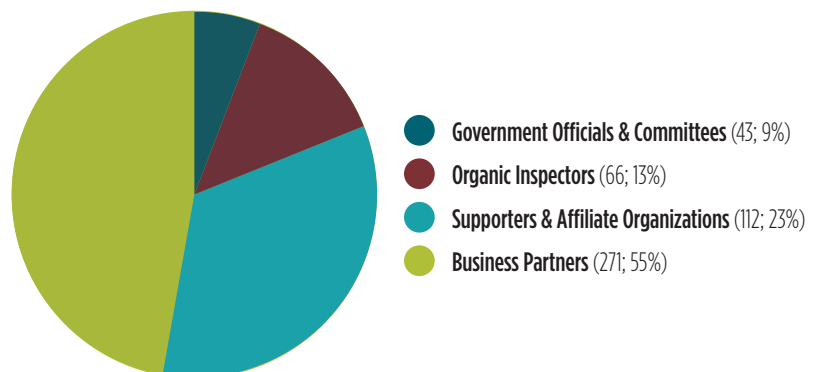
CCOF certifies the majority of California's organic agriculture and is active in 46 states and four countries, including Canada, Mexico, and the United Kingdom. We represent over 3,500 CCOF-certified organic producers and are uniquely positioned to advance organic agriculture as a member-driven, organic-focused nonprofit organization with a commitment to giving back.

*Certified Organic* magazine and the *Organic Directory & Resource Guide* are distributed to affiliate agricultural organizations, government and regulatory officials, committee representatives, organic inspectors, and individuals and businesses who help us grow organic.

### CCOF-Certified Members (3,871\*)



### CCOF Supporters (492)



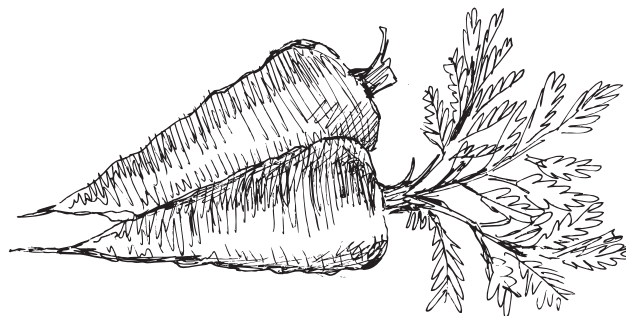
\*Some members represent multiple operation types

# Partner with Us and Reach the Organic Community

## Connect with the wider organic community.

### Become a CCOF Business Partner

Becoming a CCOF Business Partner provides you with opportunities to market your products and services to the wider organic community, connects you to others in the organic sector, and keeps you informed about organic practices and changing legislation. The benefits of your paid Business Partner membership levels are listed below.

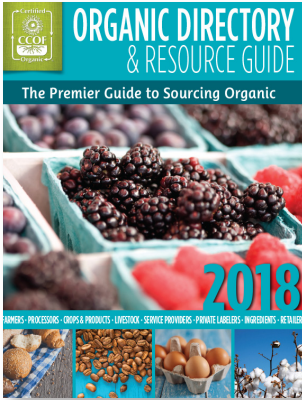


<b>Business Partner Annual Benefits by Level:</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$100</b>	<b>Ag Advisor or Certified Pest Control Advisor \$100</b>
One-time ad allowance for print advertising	\$525	None	None	None
<i>Certified Organic</i> subscriptions	3	1	1	1
Resource Guide listing on <b>www.ccof.org</b>	Yes	Yes	No	No
Business Partner Listing on <b>www.ccof.org</b>	Yes	Yes	Yes	Yes
Basic Business Partner listing in print <i>Organic Directory &amp; Resource Guide</i>	No	No	Yes	Yes
Enhanced Business Partner listing with logo and 50-word description in print <i>Organic Directory &amp; Resource Guide</i>	Yes	Yes	No	No
Resource Guide listing in print <i>Organic Directory &amp; Resource Guide</i>	Yes	Yes	No	Yes
Print copies of the <i>Organic Directory &amp; Resource Guide</i>	3	1	1	1
Free classified ads on <b>www.ccof.org</b>	Yes	Yes	Yes	Yes
CCOF merchandise discount	10%	10%	10%	10%
Business Partner logo use	Yes	Yes	Yes	Yes



To learn more about CCOF Business Partner benefits and sign up, visit [www.ccof.org/business-partners](http://www.ccof.org/business-partners).

# CCOF Print Advertising Opportunities



## Organic Directory & Resource Guide The Premier Guide to Sourcing Organic

Published once per year in January in full color; approx. 266 pages  
 Expected Distribution: 4,500  
 Publication Date: January 2019  
**Ad Reservation Deadline: November 8, 2018**  
**Ad Artwork Deadline: November 15, 2018**

The *Organic Directory & Resource Guide* is distributed to all CCOF members and the organic community at trade shows and public outreach events throughout the year. The guide is a comprehensive look at CCOF's 3,500+ certified members and the products they grow, produce, and distribute. Our certified organic producers can be browsed alphabetically or by location, and their certified organic products and services are listed alphabetically for readers to easily find what they're looking for. The Business Partners listed in the Resource Guide create a great collection of organic resources in print, easily accessed by our certified organic producers, retail buyers, wholesalers, manufacturers, and consumers.

### Business Partners - List Your Product or Service

Business Partners at or above the \$500 level receive an enhanced listing with a color logo and 50-word description, plus inclusion in the Resource Guide section. CCOF-certified members use this guide to source the products they need for their day-to-day operations. **Business Partners are encouraged to further showcase their products with display advertising.**

#### Enhanced Business Partner listings:



**Urban Village Farmers' Market Association**  
Oakland, CA  
510-745-7100  
urbanvillage@earthlink.net  
www.urbanvillageonline.com  
UVFMA's mission is to promote the family farm; help protect the local



**Vitalis Organic Seeds and Enza Zaden Research RSA**  
San Juan Bautista, CA  
831-754-2300  
www.vitalisorganic.com  
Vitalis Organic Seeds is the #1 organic seed company in protected and field crop varieties of tomato, pepper, cucumber, spinach, squash, lettuce and baby leaf segments. Our organic

#### Resource Guide listings:

**Certified Pest Control Advisors**

**Crop Production Services (CPS)**  
831-763-4533  
www.cpsagu.com

**Distributors, Packers, Wholesalers**

Albert's Organic Inc.

**Energy**

**Sustainable Technologies**  
510-523-1122  
www.sustech.cc

**Equipment**

**Valley Power Systems, Inc.**  
626-934-6156  
www.valleypowersystems.com

### Display Advertisement\* Rates

Directory Ad Size	Non-Members	Business Partners	Certified Members
Business Card	\$655	\$550	\$465
Quarter Page	\$1,070	\$965	\$820
Half Page	\$1,670	\$1,570	\$1,335
Full Page	\$2,385	\$2,270	\$1,930
Full Page, Opposite Table of Contents	\$2,505	\$2,390	\$2,030
Inside Back Cover	\$2,585	\$2,470	\$2,100
Inside Front Cover	\$2,585	\$2,470	\$2,100
Back Cover	\$2,800	\$2,560	\$2,175

\*View the last page for art requirements and more advertising information.

### RESOURCE GUIDE CATEGORIES INCLUDE:

- Ag Advisors
- Animal Nutrition
- Business Associations
- Business Services
- Certified Pest Control Advisors
- Distributors, Packers, Wholesalers
- Energy
- Equipment
- Farm & Ranch Supplies
- Farmers' Market Associations
- Farming Cooperatives
- Farms
- Fertilizers
- Food Safety
- Laboratories
- Logistics
- Nonprofits
- Organic Consultants
- Packaging & Labeling
- Pest Management
- Pollination Services
- Processing Aids
- Processors
- Publications
- Retailers
- Seeds & Starts
- Soil & Water
- Vineyard Management
- Weed Control
- Wineries



# CCOF Print Advertising Opportunities

## Certified Organic Magazine

Quarterly news & stories for the organic enthusiast!

Published quarterly in full color; approximately 48 pages  
Expected Distribution: 4,000-5,000

### Publication Dates and Deadlines

Issue	Publication Date	Ad Deadline	Artwork Deadline
Spring 2019	April 2019	January 30, 2019	February 13, 2019
Summer 2019	June 2019	April 29, 2019	May 13, 2019
Fall 2019	September 2019	July 30, 2019	August 13, 2019
Winter 2020	January 2020	November 4, 2019	November 15, 2019



CCOF certified members and supporters all receive subscriptions to our publications. Additionally, *Certified Organic* magazine is distributed to the organic community including 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, including informative feature articles, member and certification news, marketing guides, advocacy updates, member profiles and listings, and more! Past feature articles have addressed important topics like GMO issues, urban farming, food safety certification, and increasing the organic market share.

**Frequency discounts available!**

### Display Ad\* Rates for Business Partners and CCOF-Certified Members

Magazine Ad Size	Business Partners	Certified Members
Business Card	\$370	\$320
Quarter Page	\$665	\$565
Half Page	\$1,205	\$1,025
Full Page	\$1,945	\$1,655
First Righthand Full Page	\$2,045	\$1,735
Full Page Opposite "First Words"	\$2,045	\$1,735
Inside Back Cover	\$2,165	\$1,840
Inside Front Cover	\$2,165	\$1,840
Back Cover	\$2,310	\$1,965

\*View the last page for art requirements and more advertising information.

#### Topics in *Certified Organic*

*Certified Organic* covers a variety of subjects for the organic marketplace. For farmers, processors, and consumers, *Certified Organic* includes the latest hot topics in organic. Our vision is to inspire, build community, and educate certified-organic producers on the full breadth of CCOF and organic industry activity.

We value your contribution! Letters to the editor, feedback, and content suggestions are encouraged. To submit a story or topic, please email your request to [marketing@ccof.org](mailto:marketing@ccof.org).

### Editorial Calendar

#### WINTER 2019 **Roadmap to an Organic California**

The CCOF Foundation is creating a roadmap to increase organic acreage from 3.5 percent to at least 10 percent of California's agricultural land by 2030 through public policy. Learn more about the compelling case for increasing organic acreage and how doing so will deeply impact the social, environmental, and economic well-being of the state.

#### SPRING 2019 **It Takes a Village to Raise Organic**

Supporting organic professionals, educating farmers about the latest in organic agriculture, conducting research on organic practices, spreading knowledge about organic to the community at large—all of these activities are crucial to enriching the organic community, but it takes a village to make it all happen. Meet the many organizations CCOF works with who are contributing to organic in unique ways, and how you can get involved.

#### SUMMER 2019 **Maintaining a Strong Labor Force**

Despite the physically demanding and skilled work performed by farmworkers, they are among the lowest paid workers in the country, they often struggle to afford housing, and do not always enjoy the same standards of living as in other professions. At the same time, growers struggle to retain a stable workforce while maintaining their bottom line. Learn more about the agricultural labor issue, including hearing from immigration experts and organizations making headway in offering models to improve and potentially help stabilize agricultural labor.

#### FALL 2019 **The "Culture" in Agriculture**

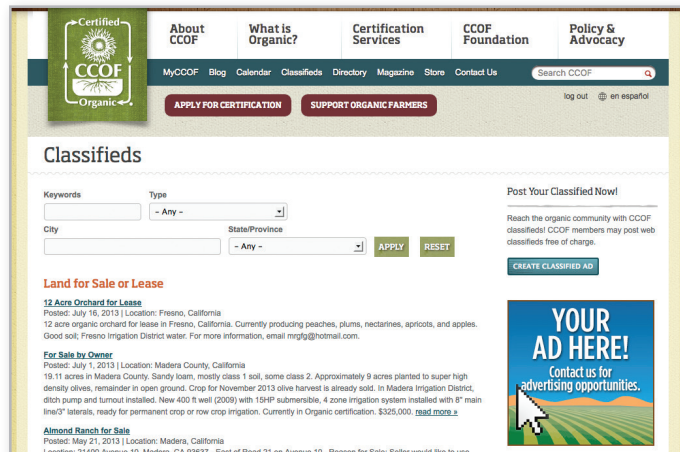
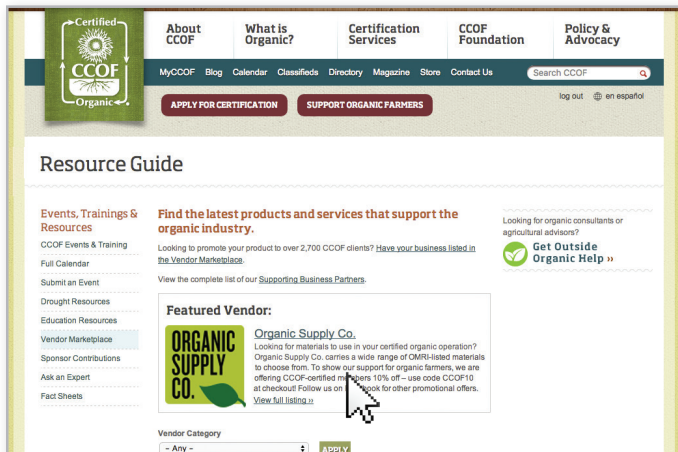
Like any entrepreneurial endeavor, managing an organic farm or business often takes creativity to navigate. Many organic professionals embody this creativity not only in their business acumen, but also as artists outside of their organic businesses. Meet the CCOF members whose business creativity also spills over into the musical realm, and learn more about the connection between music and organic.

# CCOF Digital Advertising Opportunities

## Advertise on the CCOF Website - [www.ccof.org](http://www.ccof.org)

Maximize your visibility with our digital ads!

CCOF's website, [www.ccof.org](http://www.ccof.org), is filled with information for our members and the organic community. Your advertisement could be on one of the many pages our members visit on our site every day to access certification forms and assistance, purchase merchandise, read and post classifieds, register for CCOF events, and find valuable information about organic certification. We also offer digital ad placements in our weekly newsletter and email blasts.



### Featured Partner

Place your Resource Guide listing in our weekly newsletter that is sent to 16,000+ members of the organic community. Not only will your ad be placed in front of thousands of decision-makers every week, but your listing will top the Resource Guide page at [www.ccof.org/resource-guide](http://www.ccof.org/resource-guide). Featured Partner listings include company name, logo, a 50-word description, and a link to your full Resource Guide listing.

### Individual Page and Blog Post Ads\*

We offer advertising on selected pages of our website and in the CCOF blog at [www.ccof.org/blog](http://www.ccof.org/blog). The CCOF blog is a key source of information for certified members and the organic community. Each week, the CCOF newsletter is filled with engaging blog posts from staff and industry authors.

### Digital Advertising\* Rates for Business Partners and CCOF-Certified Members

Digital Ad Type	Price
What is Organic? <a href="http://www.ccof.org/organic">www.ccof.org/organic</a>	\$595/year
Featured Partner <a href="http://www.ccof.org/resource-guide">www.ccof.org/resource-guide</a>	\$2,095/quarter
CCOF Web Bundle <i>Includes an ad on Classifieds, Contact Us, Blog Index and Blog Posts, and Materials Search pages</i>	\$1,360/quarter
CCOF Directory <a href="http://www.ccof.org/members">www.ccof.org/members</a>	\$2,300/quarter

Quarter	Digital Ad Deadline	Publishes
2019, Q2	March 15, 2019	April 1, 2019
2019, Q3	June 15, 2019	July 1, 2019
2019, Q4	September 15, 2019	October 1, 2019
2020, Q1	December 15, 2019	January 1, 2020

\*View the last page for digital ad art requirements and more advertising information.

# Educational & Philanthropic Partnerships

## CCOF Sponsorship and Philanthropic Opportunities

Help us advance organic agriculture for a healthy world.

The CCOF Foundation is a 501(c)(3) nonprofit working to increase the supply of organic in the United States through education and hardship grants, technical assistance to organic and prospective organic producers, and consumer education. We are uniquely positioned to advance organic agriculture as a member-driven, organic-focused nonprofit organization with a commitment to giving back. In addition to the traditional print and digital advertising we offer, consider partnering with the CCOF Foundation through one of the programs below. All contributions to the CCOF Foundation are tax-deductible.



### The Future Organic Farmer Grant Fund

The Future Organic Farmer Grant Fund is the only fund in the United States that exclusively supports the study and teaching of organic agriculture. In collaboration with organic business and community leaders, the fund invests in the education of new organic producers from the time they enter kindergarten to the time they pursue careers in organic agriculture through higher education or vocational training. In 2019, CCOF will distribute over \$125,000 through the fund and reach more than 5,000 students across the United States. Contributions range from \$1,000 to \$50,000. Fund sponsors are recognized throughout the year.



### The Organic Training Institute

The Organic Training Institute supports certified organic producers, processors, and handlers by providing a series of low-cost webinars and classes to help ensure the success of their operations. Recent trainings covered topics including organic recordkeeping, livestock healthcare, and labeling for processors. Webinar sponsorship is \$1,000 and in-person classes are \$500. Sponsors are promoted throughout the life of the event across our website and email promotions.

### Annual Meeting and Conference

Each winter, we convene the CCOF membership and the larger organic community to network, share resources, and learn how to grow their businesses. In 2018, 200 organic farmers and producers, policymakers, researchers, and business leaders gathered in Sacramento, California to discuss how organic businesses create “hotspots” – areas of increased economic activity and social well-being. Want to be a part of this annual event? Sponsorship opportunities range from \$1,000 to \$25,000 and support the work of the CCOF Foundation. These sponsors are recognized at the event and in event promotion.

### Consumer Education

To tackle the consumer confusion that directly impacts organic sales, the CCOF Foundation prints consumer education materials that certified organic farmers hand out at farmers’ markets, at farm stands, and in CSA boxes. These “Why Buy Certified Organic?” postcards include an explanation of the meaning of “certified organic” and a magnet with a reminder to choose organic. Sponsorship for 15,000 cards is \$5,000 and includes your logo printed on the card and recognition on all program promotion.

### The Bricmont Hardship Assistance Fund

The Bricmont Hardship Assistance Fund provides direct financial assistance exclusively to organic producers, processors, and handlers who suffer losses due to extreme hardship. Since 2007, CCOF has provided \$130,000 in assistance to 159 operations. Contributions of any amount go directly to organic producers in times of need.



Visit [www.ccof.org/get-involved](http://www.ccof.org/get-involved) to learn more about how you can get involved.

# Ad Requirements & Policies

## Art Requirements for Print Ads

Print Ad Dimensions for Magazine & Directory	
Business Card	3.60" w x 2.4" h
Quarter Page	3.60" w x 4.90" h or 7.50" w x 2.40" h
Half Page	3.60" w x 10.00" h or 7.50" w x 4.90" h
Full Page*	8.25" w x 10.75" h*
Magazine Back Cover**	8.25" w x 8.45" h**

- 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.

**\*For Full Page ads** (including inside front cover, inside back cover, and Directory back cover), bleed dimensions are 8.50" w x 11.00" h, trim size is 8.25" w x 10.75" h, and recommended live area is 7.50" w x 10.00" h.

**\*\*For the Magazine Back Cover**, bleed dimensions are 8.50" w x 8.575" (no bleed at top edge), trim size is 8.25" w x 8.45" h, and recommended live matter area is 7.50" w x 8.0" h.

## Art Requirements for Digital Ads

Digital Ad Dimensions	
Blog <i>(Web bundle only)</i>	225px w x 225px h
Classifieds <i>(Web bundle only)</i>	225px w x 225px h
Contact Us <i>(Web bundle only)</i>	225px w x 225px h
Materials Search <i>(Web bundle only)</i>	120px w x 240px h
Organic Directory	350px w x 65px h
What is Organic?	225px w x 225px h

- We accept the following electronic formats:
  - » Web-quality PDF files with embedded fonts
  - » TIF or JPEG files with a resolution of 300 dpi or greater
  - » EPS files with fonts converted to outline
- All files must be RGB and may not contain animation.

## For All Advertising

- **CCOF reserves the right to refuse any advertisement for any reason, including products not appropriate for use in organic production or processing.**
- The advertiser assumes responsibility for all ads placed in their entirety, including accuracy.
- Advertisers are responsible for submitting advertising material on or before the deadline date.
- Changes to advertisements and cancellations will not be accepted following the ad reservation deadline dates listed in this media kit. Cancellations must be received in writing to be processed.
- Art production, editing, and corrections of non-compliant files may be billed at \$85/hour. Ad specifications are listed in this media kit.

## Insertion

Have your marketing literature inserted into the publication mailings and put your product in front of 3,100+ CCOF-certified organic operations and 200 Business Partners. Insertion cost depends on size and weight of the advertiser-supplied insert. Space is limited.

## Frequency Discounts

Frequency discounts apply to print advertising only. Earn a 10% frequency discount by advertising with CCOF two or more quarters per year. Unfulfilled contracts are subject to re-billing at the earned rate.

## Payment Information

- Payment is due by the publication date listed on your invoice.
- **All advertising billed at published net rate card costs. No further discounts or agency commissions granted.**
- Past due invoices are subject to a monthly finance charge of 1.5%. Invoices are considered past due after 30 days grace.
- Advertising and sponsorships must be pre-paid unless credit is approved in advance. If credit is granted, net is due upon receipt of invoice; past due at 30 days.
- No advertising will be run for past-due accounts and frequency discounts could be forfeited.
- Visa, MasterCard, and American Express are accepted for your convenience.



For more advertising information, contact CCOF at [advertising@ccof.org](mailto:advertising@ccof.org).