



Reach the Organic Community

# CCOF ADVERTISING OPPORTUNITIES



# CCOF: More than an Organic Certifier

## CCOF advances organic agriculture for a healthy world.

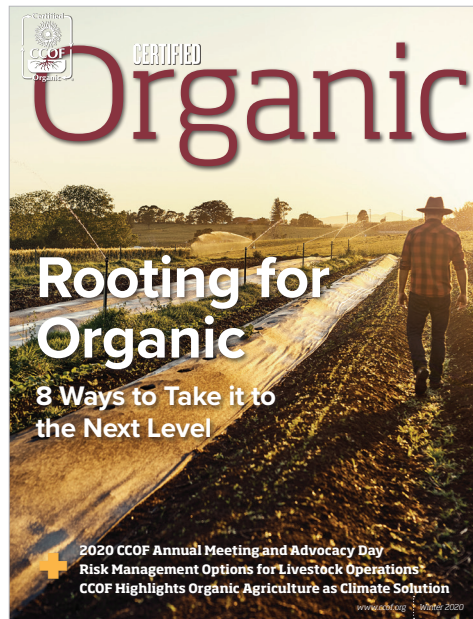
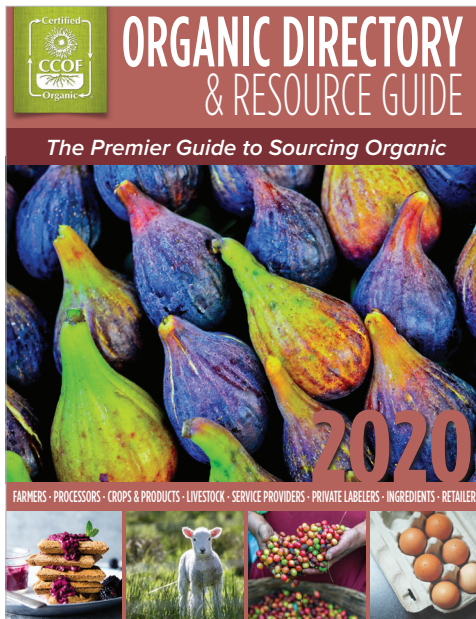
We advocate on behalf of our members for organic policies, support the growth of organic through education and grants, and provide organic certification that is personal and accessible.

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. CCOF publications are popular takeaways at national trade shows including Natural Products Expo West, and World Ag Expo as well as regional agricultural events throughout the United States.

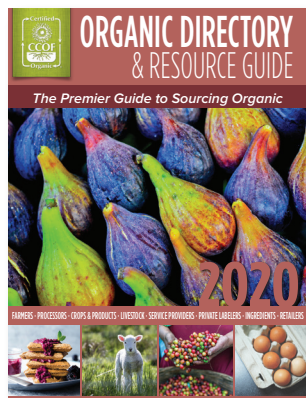


### About Our Readers

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 4,000 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 Print Advertising Opportunities



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

Published once per year in January in full color; approx. 300 pages

Expected Distribution: 5,200

Publication Date: January 2021

**Ad Reservation Deadline: October 30, 2020**

**Ad Artwork Deadline: November 6, 2020**

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 4,000+ 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 Resource Guide is a great collection of organic resources in print. This guide is popular with retail buyers, wholesalers, manufacturers, and consumers and is frequently used by certified organic producers for sourcing ingredients.

### Advertise Your Product or Service to Organic Producers

Organic producers, including CCOF-certified members, use the *Organic Directory & Resource Guide* to source the products they need for their day-to-day operations, from ingredients to processing services. All advertisers receive a free listing by category in the Resource Guide. Advertisers may upgrade their listing to further showcase their products with an enhanced listing which includes a color logo and 50-word description. Enhanced listings also receive additional benefits on [www.ccof.org](http://www.ccof.org) (read more on Page 5). Upgrade your listing for \$550.

#### Enhanced Resource Guide listings:



#### Basic Resource Guide listings:



### 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

### Display Advertisement\* Rates

Directory Ad Size	Advertisers	Certified Members
Business Card	\$550	\$465
Quarter Page	\$965	\$820
Half Page	\$1,570	\$1,335
Full Page	\$2,270	\$1,930
Full Page, Opposite Table of Contents	\$2,390	\$2,030
Inside Back Cover	\$2,470	\$2,100
Inside Front Cover	\$2,470	\$2,100
Back Cover	\$2,560	\$2,175

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

# CCOF Print Advertising Opportunities

## Certified Organic Magazine

News & stories for the organic enthusiast!

Published twice per year in full color; approximately 48 pages

Expected Distribution: 5,000-6,000

### Publication Dates and Deadlines

Issue	Publication Date	Ad Deadline	Artwork Deadline
Winter 2021	January 2021	November 6, 2020	November 13, 2020
Summer 2021	June 2021	April 30, 2021	May 14, 2021



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 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 retail marketing, labor issues, Farm Bill, organic standards and regulations, and food safety.

### Display Advertisement\* Rates

Magazine Ad Size	Advertisers	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).



# 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.

### Resource Guide Listing

Organic producers, including CCOF-certified members, use the CCOF Resource Guide to source the products they need for their day-to-day operations. All advertisers receive a free basic listing by category in the Resource Guide. Advertisers may upgrade their listing to further showcase their products with an enhanced listing which includes a color logo, 50-word description, and social media handles. Enhanced listings (shown at top right) also receive additional benefits in the printed *Organic Directory & Resource Guide*. Upgrade your listing for \$550.

### Featured Partner

Place your Resource Guide listing in our weekly newsletter that is sent to 17,000+ 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

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



**Organic Supply Co.**  
Looking for materials to use in your certified organic operation? Organic Supply Co. carries a wide range of OMRI-listed materials to choose from. From soil fertility to pest management, Organic Supply Co. is your one stop shop for products to...


(800) 555-5555  
[hello@organicsupply.co](mailto:hello@organicsupply.co)  
[www.organicsupply.co](http://www.organicsupply.co)

### Resource Guide

**Events, Trainings & Resources**  
CCOF Events & Training  
Full Calendar  
Submit an Event  
Drought Resources  
Education Resources  
Vendor Marketplace  
Sponsor Contributions  
Ask an Expert  
Fact Sheets

**Find the latest products and services that support the organic industry.**  
Looking to promote your product to over 2,700 CCOF clients? [Have your business listed in the Vendor Marketplace](#)  
View the complete list of our [Supporting Business Partners](#).

**Featured Partner:**  


**Organic Supply Co.**  
Looking for materials to use in your certified organic operation? Organic Supply Co. carries a wide range of OMRI-listed materials to choose from. From soil fertility to pest management, Organic Supply Co. is your one stop shop for products to...  
CCOF members 10% off - use code CCOF10 at checkout! Follow us on Facebook for other promotional offers.  
[View full listing](#)

Looking for organic consultants, agricultural advisors?  
[Get Outside Organic Help](#)

### Classifieds

Type:

State/Province:

**Post Your Classified Now!**  
Reach the organic community with CCOF classifieds! CCOF members may post web classifieds free of charge.

**For Sale or Lease**  
**Orchard for Lease**  
y 16, 2013 | Location: Fresno, California  
Sandy loam, mostly class 1 soil, some class 2. Approximately 9 acres planted to super high peaches, remainder in open ground. Crop for November 2013 olive harvest is already sold. In Madera Irrigation District, and turnout installed. New 400 ft well (2005) with 15HP submersible, 4 zone irrigation system installed with 8" main line, ready for permanent crop or row crop irrigation. Currently in Organic certification. \$325,000. [read more](#)

**Owner**  
y 1, 2013 | Location: Madera County, California  
Sandy loam, mostly class 1 soil, some class 2. Approximately 9 acres planted to super high peaches, remainder in open ground. Crop for November 2013 olive harvest is already sold. In Madera Irrigation District, and turnout installed. New 400 ft well (2005) with 15HP submersible, 4 zone irrigation system installed with 8" main line, ready for permanent crop or row crop irrigation. Currently in Organic certification. \$325,000. [read more](#)

**For Sale**

**YOUR AD HERE!**  
Contact us for advertising opportunities.

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

# 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.

## 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 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).