



Organic Trade Association Ad Publishing Package

As part of its efforts to promote and protect the growth of organic trade, the Organic Trade Association (OTA) provides members and other organic businesses with targeted, premium advertising opportunities. Through both print and web, your company can gain valuable brand and retail exposure. View OTA's advertising options and email csimmons@ota.com to discuss your promotion needs.

Publication Descriptions

The Organic Report

Frequency: Quarterly

Approximate circulation: 4500+ copies per quarter

Format: Hard copy

This is the news magazine of the Organic Trade Association, and association members receive it as part of their member benefits. Issues are also distributed at industry trade shows around the world including OTA's All Things Organic™ trade show. Readers include businesspeople from all parts of the organic supply chain, and include key managers and executives. OTA's members are businesses of all sizes, but most are small businesses with less than \$1 million in organic product sales. As busy professionals, they appreciate the magazine's focus on pertinent issues. To keep your business at the top of mind for influential professionals in the organic business community, this publication is the place to be.

*Discounts available to OTA members

HowToGoOrganic™.com

Frequency: Content updated on a weekly basis

Approximate circulation: 5,000 unique visitors and 7,000 visits per month

Format: Online, searchable directory

HowToGoOrganic™.com is a free clearinghouse of information for businesses seeking to begin organic production. Sections provide producers and processors with valuable resources and tools. Visitors are investigating the organic options for their business plans, and are interested in products and services to help them be successful with their organic endeavors.

*Discounts available to OTA members

The Organic Pages Online™

Frequency: Content updated twice per month

Approximate circulation: 12,000 unique visitors and 20,000 visits per month

Format: Online, fully searchable directory

The Organic Pages Online™ is the member directory of the Organic Trade Association. It is free and fully searchable for businesses and consumers. Directory users are seeking products and services within the organic business community, and may have very specific needs to purchase products or services in the near future. Your targeted ad can get in front of people as they are making buying decisions. This is an economical way to enhance your listing and make your business stand out.

*Advertising available only to OTA members



Package Ad Rates

Take advantage of OTA's packaged advertising rates. OTA members are eligible for a "Premier" ad package where your company can receive a 20% discount for advertising in all three publications. Review the three options available to best meet your advertising needs.

Option 1: Published Rate

Advertise in any one of OTA's available publications. OTA members receive a discount for advertising in *The Organic Report* and *HowToGoOrganic™.com*. *The Organic Pages Online™* is OTA's member directory and only accepts ads from OTA members.

The Organic Report

| Ad Type | OTA Member Color/B&W | Non Member Color/B&W |
|------------|--|--|
| Full Page | \$1150/\$775 | \$1410/\$950 |
| ½ Page | \$700/\$475 | \$860/\$585 |
| ¼ Page | \$415/\$275 | \$565/\$375 |
| Classified | \$30 min (up to 20 words, \$1/additional word) | \$45 min (up to 20 words, \$1/additional word) |

*Prices are per ad

**Repeat discounts: 2X=10%; 3X=20%; 4X=30%

HowToGoOrganic™.com

| Duration | OTA Member Banner/Box | Non Member Banner/Square |
|----------|--------------------------|-----------------------------|
| 3-Month | \$750/\$450 | \$1125/\$675 |
| 6-Month | \$1350/\$810 | \$2025/\$1215 |
| 9-Month | \$1800/\$1080 | \$2700/\$1620 |
| 12-Month | \$2100/\$1260 | \$3150/\$1890 |

*Prices are per duration period

The Organic Pages Online™

| Ad Type | OTA Member |
|--------------------|------------|
| Top Banner Slot | \$1200 |
| Second Banner Slot | \$600 |
| Bottom Banner Slot | \$480 |
| Search Results Box | \$600 |

*Prices are per year

**Repeat discounts: 3X=10%; 4X=20%; 5X=30%

Option 2: 15% Discount

Advertise in both *The Organic Report* and on *HowToGoOrganic™.com* and receive a 15% discount from the total cost (OTA members can advertise in 2 of 3 publications).

Option 3: 20% Discount (OTA members only) Advertise in all three publications, *The Organic Report*, *HowToGoOrganic™.com* and *The Organic Pages Online™* and receive a 20% discount from the total cost



Ad Specifications

For questions regarding ad sizing, formats, placement and ad updates, please email csimmons@ota.com

The Organic Report

For instructions and questions, contact: Lynne Rudié at 413.863.9406 or email lynnrudié@verizon.net.

Ad Submission Guidelines and Ad Sizes:

Prepared on a Mac and printed direct-to-plate.

Full Page = 7.167 inches wide x 9.458 inches high

Half page horizontal = 7.167 inches wide x 4.583 inches high

Half page vertical = 3.417 inches wide x 9.458 inches high

Quarter page - 3.417 inches wide x 4.583 inches high

Please note: Ads do not bleed.

Preferred File Formats:

Quarkxpress, v6, collected for output. Mac only. Illustrator or Photoshop, vCS2. All fonts should be converted to outlines, flatten layers.

If You Are Working in InDesign: please convert all your type to outlines, re-save your file as .tif or .eps and save it back to CS2.

Black and White Ads Only: You may submit scannable art. Please send a postage paid return envelope if you would like us to return your art.

We Prefer Not to Accept Ad Files in PDF Format: The Organic Report is printed on a small press and all of our ad files receive personal attention in order to assure quality in print. Note that we are unable to do any custom calibration of pdf files for our press and, therefore, cannot guarantee color matching. If you submit your ad in pdf format we will do our best but also assume that you understand and accept these caveats.

We Do Not Accept These Formats: .jpeg, .gif., Page-Maker, Publisher, Word or word-processing files of any kind.

Sending Your File: If your file is less than 9MB you may send it in compressed format (zip or stuffit) via email to lynnrudié@verizon.net. Files larger than 9MB may be sent on a CD to OTA (attention Lynne Rudié). If you would like to send your files via ftp, please call Lynne for instructions.

For All Ad Submissions: We require a good quality, hard copy color print so that we may check your files during production and for color matching on press. If you do not send a printout we cannot guarantee the quality of the printed ad.

Posting and Expiration of Your Ad:

OTA will post your advertisement in the desired issue(s) after receiving the following items by the stated deadline: Your signed advertisement agreement form, your payment (pre-payment required), your artwork in required sizes and formats.

OTA will notify **one issue** prior to the expiration of your advertisement.

HowToGoOrganic™.com

Ad Submission Guidelines and Ad Sizes:

Standard Banner - 468 pixel width x 60 pixel height

Standard Rectangle - 180 pixel width x 150 pixel height

Maximum file size: 50K



Digital Ad Formats:

72 dpi static or animated .GIF only – or - .JPEG format
 Maximum animated loop: 3
 Color (rgb) or black and white accepted

Posting and Expiration of Your Ad:

OTA will post your advertisement by the first of the month after receiving the following items by the 15th of the prior month: your signed advertisement agreement form, your payment (pre-payment required), your artwork in required sizes and formats.
 OTA will notify you four weeks prior to the end of your chosen advertisement period.

The Organic Pages Online™

Ad Submission Guidelines and Ad Sizes:

Top and Bottom Banner Ads - 468 pixel width x 60 pixel height
 Search Results Ad – 125 pixel width x 125 pixel height
 Maximum file size: 50K

Digital Ad Formats:

72 dpi static or animated .GIF only – or - .JPEG format
 Maximum animated loop: 3
 Color (rgb) or black and white accepted

Posting and Expiration of Your Ad:

OTA will post your advertisement by the first of the month after receiving the following items by the 15th of the prior month: your signed advertisement agreement form, your payment (pre-payment required), your artwork in required sizes and formats.
 OTA will notify you four weeks prior to the end of your chosen advertisement period.
 You may update and renew your ad by logging in to your listing.

2010 Publication Calendar and Deadlines

The Organic Report

| Issue | Release Date | Ad Deadline (must be received by) |
|--------|--------------|-----------------------------------|
| Winter | March 15 | January 15 |
| Spring | June 15 | April 15 |
| Summer | September 15 | July 16 |
| Fall | December 15 | October 15 |

HowToGoOrganic™.com

Ads will be posted once a month, by the first of the month. Ad materials must be received by the 15th of each month to be posted by the first of the following month. Items received after the 15th of the month will be posted by the first of the month two months later.

The Organic Pages Online™

Ad materials must be received by the 15th of each month to be posted by the first of the following month.



Terms and Conditions

All advertising is subject to editorial approval. OTA reserves the right to accept only advertisements that support the mission and values of the Organic Trade Association. Advertisers and agencies assume liability for all content and for any claims against the Organic Trade Association from there. The acceptance of advertising does not constitute an endorsement of a particular company, product, or service by the Organic Trade Association. Please read the following guidelines:

1. Products or services eligible for advertising should be pertinent, of value and useful to OTA members and the broader organic community.
2. All products advertised that are eligible for organic certification must be certified organic. If requested, advertisers must show proof of organic certification. (Agricultural products sold in the United States must meet USDA National Organic Program requirements.)
3. Advertisements of products and services for international distribution must clearly state in the advertising copy the restrictions placed on its availability (e.g., “not for sale in the United States”).
4. Advertisements should not be deceptive, misleading, offensive or discriminating.
5. Advertisements cancelled prior to the official advertising deadline will be given credit for a subsequent ad of the same value to be used within one year. Advertisements cancelled after the official deadline will not be given credit or refund.
6. No agency commissions.
7. An advertisement agreement form, payment and artwork must be signed and received prior to posting of any advertisement. **Ads must be pre-paid.**
8. Submission of any advertisement constitutes a certification of the advertiser that it owns all rights, including but not limited to copyright, to the material submitted, and advertiser agrees to hold the Organic Trade Association harmless, and defend and indemnify same, with respect thereto.
9. OTA will inform an advertiser if a requested advertising space is full and will indicate the first possible date the advertisement can be posted. In the case of a delay resulting from filled advertising space, payment will be returned unless advertiser instructs OTA to hold payment.



Advertisement Agreement Form

Please print clearly. Sign and fill in **ALL** appropriate payment information. Mail or fax form to:
 Organic Trade Association,
 PO Box 547, Greenfield, MA 01302
 Fax: 413.774.6432
 For questions, email csimmons@ota.com

Contact and Payment Information: **Date:** ___/___/___

| | | |
|---------------------------|------------------------------|-----------------------------|
| I am an OTA member | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|---------------------------|------------------------------|-----------------------------|

| | | | |
|----------------------------------|--|-----------------|--|
| Contact Information | | | |
| Company Name: | | | |
| Contact Name <u>and</u> Title: | | | |
| Contact Phone Number: | | | |
| Contact Fax Number: | | Contact E-Mail: | |
| Address _____ | | | |
| City _____ State _____ Zip _____ | | | |

| | |
|--------------------------|---|
| Method of Payment | check here to be invoiced <input checked="" type="checkbox"/> (sign 'Authorized signature') |
|--------------------------|---|

| | |
|---|--|
| <input type="checkbox"/> By check: <i>Please send a <u>signed</u> copy of this form with a check payable to Organic Trade Association, with "Advertising Payment" in the memo field, and mail to: Organic Trade Association P.O. Box 547, Greenfield, MA 01302. Total Amount: \$ _____</i> | <input type="checkbox"/> Charge to credit card: <i>Please complete the following billing information below, <u>signed in both places</u> (for credit card and authorization), and fax this form to 413-774-6432. Total Amount: \$ _____</i> |
|---|--|

| | | | |
|--|---------------|-------------|-----------|
| Billing address of Card Holder: <small>_____ (same as above)</small> | Address _____ | | |
| | City _____ | State _____ | Zip _____ |

| | | | |
|--------------|--|------------------|--|
| Card Number: | | Expiration Date: | |
|--------------|--|------------------|--|

| | |
|---------------------------------|--|
| Signature of cardholder: | |
|---------------------------------|--|

I agree to the terms and conditions of this transaction and agree to submit the information indicated above.

Authorized signature _____ Title _____

Company _____ Date _____