

THE *Organic* REPORT

THE MEMBER NEWS MAGAZINE OF THE ORGANIC TRADE ASSOCIATION

***The Organic Report* is published quarterly for members of the Organic Trade Association and is distributed to over 4,000 company contacts. Advertising in *The Organic Report* will reach a target audience of manufacturers, growers, retailers, importers, distributors and consultants in the organic food and fiber industry.**

DISPLAY RATES

Repeat Discounts (entire order must be paid in full upon reservation to get this discount):
 2X = 10% discount 3X = 20% discount 4X = 30% discount

OTA MEMBER	RATES	NON-MEMBER	RATES
Full Page B&W	\$775	Full Page B&W	\$1040
Full Page Color	\$1150	Full Page Color	\$1510
Half Page B&W	\$475	Half Page B&W	\$635
Half Page Color	\$700	Half Page Color	\$910
Quarter Page B&W	\$275	Quarter Page B&W	\$400
Quarter Page Color	\$415	Quarter Page Color	\$590

Rates current through October, 2009

CLASSIFIED AD RATES

OTA MEMBERS: \$30 Minimum (Up to 20 words)
 NON-OTA MEMBERS: \$45 Minimum (Up to 20 words)
 \$1 For Each Additional Word

Please E-mail wording to Chad Simmons at csimmons@ota.com or Fax to (413) 774-6432

AD CALENDAR

Edition	Closing Date	Publication Date
Winter	Dec. 8, 2008	February 2009
Spring	March 16, 2009	May 2009
Summer	June 23, 2009	August 2009
Fall	Sept. 15, 2009	November 2009

All advertising in The Organic Report 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 therefrom. 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.
2. All products advertised in *The Organic Report* 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.

AD SUBMISSION GUIDELINES: Prepared on a Mac and printed direct-to-plate.

AD SIZES:

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.

DIGITAL AD FORMATS:

Quarkxpress—collected for output, including the report and all fonts. Mac files only.

Illustrator—with all type converted to outlines. (No placed or imported images.)

Photoshop—resolution at 300 dpi. If applicable, layers should be flattened.

Please note: All other formats, call before sending.

Proof prints of all electronic files must be sent by mail in advance of submission deadline.

Please do not send: pdf, jpeg, gif, jfif, picture viewer files, or quark eps files

scanned images saved in a program other than photoshop

ALTERNATE FORMAT: Black and white ads may be submitted as scannable art, we cannot scan color ads.

Please include postage and mailing label if you want your artwork returned to you.

OTHER FORMATS: These guidelines are intended to assure the highest quality printed image. OTA is not responsible for content or print quality of ads that do not meet these submission guidelines. **Please do not send:** Pagemaker files, Word files or word processing files of any kind.

HOW TO SUBMIT YOUR FILES: Regular Mail: send your ad files with a proof on a zip/100 disk or CD to OTA. If your file size is less than 5MB you can e-mail it as an attachment to: lynnrudi@verizon.net If your file size is larger than 5MB, call for instructions on how to use our ftp site: (413) 863–9406 **Please do not send:** floppy disks

QUESTIONS? If you have any questions about these guidelines, or want to discuss other options or formats, please call Lynne Rudié at (413) 863–9406 or send a message to lynnrudi@verizon.net.

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ADVERTISEMENT AGREEMENT FORM

Form must be completed and signed in order for your ad to be processed – Thank you!

Company Name: _____ Today's Date _____

Contact Name _____ Phone _____

E-mail _____ Fax _____

Mailing Address of Cardholder _____

Method of Payment: Check ____ Charge ____ Charge Card # _____

Expiration Date _____ Signature _____

Ad Information

Date/s of Issue Ad will run _____ Classified Ad ____ Number of Words _____

Display Ad ____ Color ____ B&W ____ Size ____ 1X ____ 2X ____ 3X ____ 4X ____

Total \$ _____

MAKE CHECKS PAYABLE TO:

Organic Trade Association (Please write in reference line: Ad for Organic Report)

FAX OR MAIL THIS FORM WITH PAYMENT TO:

Attn: Chad Simmons

Organic Trade Association

P.O. Box 547

Greenfield, MA 01302

Phone: (413) 376-1213

Fax: (413) 774-6432

E-Mail: csimmons@ota.com