

Your opportunity to be a part of the most comprehensive source of online information about How To Go Organic! Advertise TODAY.

In 2007, the Organic Trade Association (OTA) launched HowToGoOrganic™.com, a clearinghouse of North American resources for farmers and businesses interested in becoming organic or creating new organic enterprises. The site features two “Pathways for Organic,” one for farmers or ranchers and one for processors, as well as a regional directory for the United States and a searchable North American organic directory.



If you sell products or services to organic farmers or processors, advertising on HowToGoOrganic™.com is a wise investment, as the site offers invaluable resources to thousands of new, transitioning, and existing organic producers and businesses. Flexible advertising dates allow you to reach your target customer at your peak time. Space is limited. There are only five banner ad spots and five square ad spots available – meaning advertisers get an EXCLUSIVE spotlight for each of the five sections of the website.

Ad Rates for Multiple Placements

Read on for more in-depth descriptions of where your ad will appear.

Some ads are as low as 4.4¢ a day^

Duration	Savings from 3-month rate	OTA Member Introductory Offer		Non-OTA Member Introductory Offer	
		Banner	Square	Banner	Square
3-month		\$750	\$450	\$1,125	\$675
6-month	10% >>>	\$1,350	\$810	\$2,025	\$1,215
9-month	20% >>>	\$1,800	\$720	\$2,700	\$1,620
12-month	30% >>>	\$2,100	\$1,260	\$3,150	\$1,890

^ OTA member square ad for 12 months on 79 producer pathway pages (\$1,260/79/365 = .044)

Contact Chad Simmons at 413.774.7511 x 13 or csimmons@ota.com



Advertising Offers

When you advertise during the inaugural year of HowToGoOrganic™.com, you will get the following added benefits:

1. When you buy a banner ad, you will also get an exclusive rotation on the HowToGoOrganic™.com home page. Because there are only five banner ad spots – total – for the website.
2. OTA members who take out a banner ad will receive a free ad on OTA's *Organic Pages Online*™ (www.theorganicpages.com) and be part of an online directory that draws over 20,000 visitors per month. *The Organic Pages Online*™ provides users with a quick, easy way to find certified organic products, producers, ingredients, supplies and services offered by OTA members, as well as items of interest to the entire organic community. OTA will work with you to customize the location of the free ad to maximize exposure for your company.
3. OTA is committed to promoting HowToGoOrganic™.com. To date, promotion of the website has generated over 6,000 visits to the website per month.

HowToGoOrganic™.com Promotion to date

- OTA launched HowToGoOrganic™.com at the All Things Organic™ Conference and Trade Show in Chicago, with over 15,000 attendees
- In partnership with Seeds of Change, OTA distributed 5,000 seed packets featuring the artwork shown on page 1
- OTA invested in show signage, advertising, and live demonstrations during All Things Organic™
- OTA issued a press release regarding the website launch
- OTA has featured the growing success of this site in all organization communication vehicles



Description of advertising placement

Banner ads will appear on the upper right corner of the pages in a chosen section, and square ads will appear in the lower right corner of pages in a chosen section.

Descriptions of Pathways: Five options for advertising

1) The **Pathway for Producers** is where the steps toward making the transition to organic production are made clear and informative. Farmers and ranchers seeking information about steps to take to

transition from non-organic methods to organic methods and/or farmers seeking information about expanding their operations will use this page. **Your ad will appear on all 79 sub pages of this section.**

2) The **Pathway for Processors** houses information where new or existing processors can learn what it takes to become certified organic. Companies seeking information about non-farming business opportunities in the organic industry will use this page. **Your ad will appear on all 56 sub pages of this section.**



3) The **North American Directory** is a resource page that can be searched by category or keywords. People seeking information about a category of organic production and/or handling will use this page. This is the site's search page; return users will seek information here as well. **No matter the search word used, your ad stays on all possible search pages.**

4) The **Regional Guide** section of the site houses organic resources organized by state and region. People seeking information in their specific region and/or state will access this page. **Your ad will appear on all 59 sub pages of this section.**

5) The **Key Resources** section is where the most relevant and useful resources have been identified by sector. People, mostly return users seeking key resources by sector, will use this page. **Your ad will appear in all 5 sections with at least 50 resources each.**

OTA will provide periodic usage reports to advertisers.

Ad submission guidelines

Ad Sizes	
Standard Banner – 468x60 Pixel width: 468 Pixel height: 60	
Standard Rectangle – 180x150 Pixel width: 180 Pixel height: 150	
Digital Ad Formats	
	<ul style="list-style-type: none"> • 72 dpi static or animated .GIF only – or - .JPEG format • Maximum file size: 50K • Maximum animated loop: 3 • Color (rgb) or black and white accepted
How to Submit Your Files	
	<ul style="list-style-type: none"> • E-mail to HowToGo@ota.com • Advertisers may .ftp the file. Contact Cheryl Holmes (cholmes@ota.com for instructions)
Posting and Expiration of your Ad	
	<ul style="list-style-type: none"> • OTA will post your advertisement by the first of the month after receiving the following items by the 15th of the prior month: <ul style="list-style-type: none"> ○ Your signed advertisement agreement form ○ Your payment (pre-payment required) ○ Your artwork in required sizes and formats • OTA will notify you 4 weeks prior to the end of your chosen advertisement period.
Questions?	
	Organic Trade Association HowToGoOrganic.com P.O. Box 547 Greenfield, MA 01302 (413) 774-7511 x 13, HowToGo@ota.com



Terms and conditions

All advertising on HowToGoOrganic™.com is subject to 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 organic agriculture and/or organic processing.
2. If you are advertising a product, each product advertised on HowToGoOrganic™.com that is eligible for organic certification must be certified organic. Advertisers must show proof of organic certification if requested. (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 any restrictions placed on their availability (e.g., "not for sale in the United States").
4. Advertisements should not be deceptive, misleading, offensive, or discriminating.
5. Advertisements cancelled by an advertiser prior to the official posting date (the first of each month if all required ad materials and payments have been received by the 15th of the month prior) will be given credit for a subsequent ad of the same value to be used within one year. Advertisements cancelled by an advertiser after the official posting date will not be given credit or refund.
6. There are 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. 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.
9. Advertiser will receive notice 4 weeks prior to the expiration date.
10. 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.
11. 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. Thank you.

Sign and mail form to HowToGoOrganic™, OTA, PO Box 547, Greenfield, MA 01302

Or to expedite your ad request, fax **signed** form with credit card information to 413-774-6432.

I am an OTA member		_____ Yes		_____ No	
Contact Information					
Company Name:					
Contact Name <u>and</u> Title:					
Contact Phone Number:					
Contact Fax Number:				Contact E-Mail:	
Ad Information					
Requested start date for ad: Month: _____ Day: _____ Year: 20 _____ Post ad no sooner than: Month: ____ Day: __ Year: 20 ____				URL for ad to be linked: www. _____	
Banner advertisement: _____			Square advertisement: _____		
3 consecutive months: _____		6 consecutive months: _____		9 consecutive months: _____	
				12 consecutive months: _____	
Ad placement requested: Pathway for Producers: _____ Pathway for Processors: _____ North American Directory: _____ Regional Guide: _____ Key Resources: _____					
Method of Payment					
_____ By check: Please send a <u>signed</u> copy of this form with a check payable to Organic Trade Association, with HowToGoOrganic™ in the memo field, and mail to: HowToGoOrganic™, OTA, P.O. Box 547, Greenfield, MA 01302.			_____ Charge to credit card: Please complete the following billing information below, <u>signed in both places (for credit card and authorization)</u> , and fax this form to 413-774-6432. Total Amount: \$ _____		
Billing address of Card Holder:		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 _____			