

2009 CCOF Organic Directory & Resource Guide



Announcing the enlarged and color enhanced CCOF Directory for 2009. This directory was refined to pack more information into a user-friendly presentation. The new Resource Guide will help CCOF's certified organic clients and all people interested in organic foods network around many issues affecting organic trade including growing, producing, distributing, and sustaining a business.

Interact with more than 1,880 certified organic growers, 600 certified organic processors/handlers, and hundreds of supporting businesses. individuals, and buyers.

Our 35th edition, with a print run estimated at 8,500, will be distributed to CCOF Certified Members, CCOF Supporters and Buyers internationally. For many, it becomes a valuable reference that is used time and again. The 2009 CCOF Directory and Resource Guides are enthusiastically distributed throughout the organic industry. Suppliers, distributors, state and federal agencies, non-profit organizations, libraries, media, prospective CCOF members, international trade offices, and other inquiring organizations routinely receive a complimentary copy. Individual copies are also available for \$24.95, plus postage. Bulk wholesale pricing is available for resellers.

Key Dates:

Space Reservations begin May 1, 2008
Ads and payment due by November 9, 2008

Ad Sizes and Rates:

CCOF certified organic members receive a 10% discount on all ads and services. Advertise in both the Directory and Magazine and receive an additional 10% off.

Page Size	Mechanical Size	Color Price	B/W Price
Full	7 3/8" W x 9 3/4" H	\$ 1575	\$ 1375
1/2 Vertical	3 5/8" W x 9 3/4" H	\$ 1075	\$ 925
1/2 Horizontal	7 3/8" W x 4 7/8" H	\$ 1075	\$ 925
1/4 Vertical	3 5/8" W x 4 7/8" H	\$ 700	\$ 625
1/4 Horizontal	7 3/8" W x 2 1/4" H	\$ 700	\$ 625
Business Card	3 5/8" W x 2 1/4" H	\$ 425	\$ 375

Add your color logo to your listing for \$75.
 Additional listings in the Resource Guide section are \$75.
 Call regarding premium cover ad opportunities.

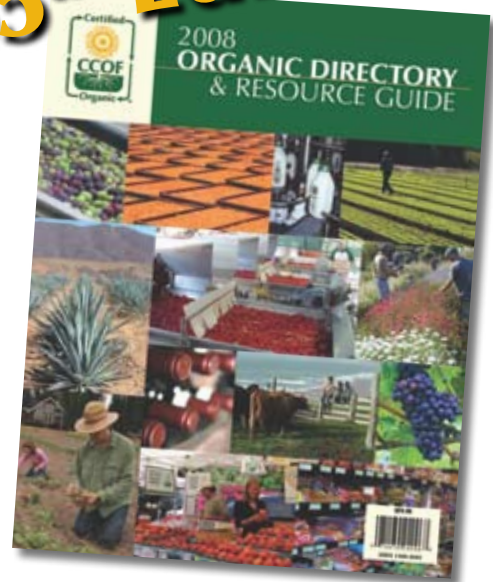
Insert Options:

Include your literature or sample when we mail the directory to approximately 2,750 certified and supporting members.

- **Literature: 8.5 x 11 single sheet** \$750
- **Multi-page literature and catalogs** Request quote
- **Product samples and gifts** Request quote

Questions, Please contact
Eric Fraser at 707-921-6152
advertising@ccof.org

35th Edition!



CCOF does not endorse advertisers, but we do appreciate their participation. All ads by Supporting Members must be clearly identified as a "CCOF Supporting Member" and may be reproduced in any unrestricted area of the directory. Advertisers from the 2008 Directory will be given first choice for Premium Placement ads. (Premium Placement ads include inside and outside of covers.) We reserve the right to refuse any ad for publication.



CCOF
 2155 Delaware Avenue, Suite 150, Santa Cruz, CA 95060
 (831) 423-2263 • fax (831) 423-4528
 advertising@ccof.org • www.ccof.org

Only CCOF Certified or Supporting Member are allowed the opportunity to advertise.

2009 CCOF Organic Directory and Resource Guide Ad Placement Agreement

Business Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Web Address _____
 Contact Person _____ E-mail _____

Ad Information

Please run the same ad on file, and provide us a proof to make sure no changes are needed.

I am enclosing my ad (new or first time). Ad size:

- | | | | |
|---|---------------|---------------------|---------|
| <input type="checkbox"/> Full | COLOR | 7 3/8" W x 9 3/4" H | \$ 1575 |
| <input type="checkbox"/> Full | BLACK & WHITE | 7 3/8" W x 9 3/4" H | \$ 1350 |
| <input type="checkbox"/> 1/2 Vertical | COLOR | 3 5/8" W x 9 3/4" H | \$ 1075 |
| <input type="checkbox"/> 1/2 Vertical | BLACK & WHITE | 3 5/8" W x 9 3/4" H | \$ 925 |
| <input type="checkbox"/> 1/2 Horizontal | COLOR | 7 3/8" W x 4 7/8" H | \$ 1075 |
| <input type="checkbox"/> 1/2 Horizontal | BLACK & WHITE | 7 3/8" W x 4 7/8" H | \$ 925 |
| <input type="checkbox"/> 1/4 Vertical | COLOR | 3 5/8" W x 4 7/8" H | \$ 700 |
| <input type="checkbox"/> 1/4 Vertical | BLACK & WHITE | 3 5/8" W x 4 7/8" H | \$ 625 |
| <input type="checkbox"/> 1/4 Horizontal | COLOR | 7 3/8" W x 2 1/4" H | \$ 700 |
| <input type="checkbox"/> 1/4 Horizontal | BLACK & WHITE | 7 3/8" W x 2 1/4" H | \$ 625 |
| <input type="checkbox"/> Business Card | COLOR | 3 5/8" W x 2 1/4" H | \$ 425 |
| <input type="checkbox"/> Business Card | BLACK & WHITE | 3 5/8" W x 2 1/4" H | \$ 375 |
- Include black/white logo to your Resource Guide listing (\$75).
 Additional listings in the Resource Guide section (\$75).

I am interested in Insert Options:

- Insert our literature in the mailing to over 2500 addresses (\$750)
 Call us about inserting multi-page literature or catalogs.
 Call us about inserting samples and promotional items.

Payments

A check is included payable to CCOF Please bill me Please charge my credit card: MC Visa AmEX

Amount \$ _____ Credit Card # _____ Expiration Date _____

Security Code (last 3 digits on back of card) _____ Signature _____

**Questions, Please contact
 Eric Fraser at 707-921-6152
 advertising@ccof.org
 Fax to: 707-634-1448**



We accept the following electronic formats:

- Press quality PDF files (fonts must be embedded)
- 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 and White only.
- Editing of non-compliant files will be charged at \$85/hour

* Bleed optional on full page ads.

- Bleed Size: 0.25 in
- Trim Size: 8.375 in W x 10.75 in H
- Live Area: 7.375 in W x 9.75 in H

Logos (Resource Guide Only) should be supplied:

- at least 2" wide
- 300 dpi or greater
- eps or tif file

Please e-mail electronic ads to: advertising@ccof.org

A finance charge of 1.5% per month will be applied to past due balances. Ad insertion orders for ads unpaid by 11/9/09 may be cancelled, however the charge is still enforceable.



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