

2009 CCOF Certified Organic Magazine



The CCOF Magazine, Certified Organic, reaches a very select and influential group of organic farmers, processors, retailers, wholesalers, policy makers, and consumers nationwide and abroad. This includes CCOF's more than 1,880 grower members, 350 processor/handler members, and 300 supporting members. In addition, *Certified Organic* is handed out at conferences and natural product expos nationwide and worldwide, and to consumers at natural food stores throughout California.

The magazine is published quarterly with the seasons in January, April, July and October. Advertisements and space reservations are due the 10th of the previous month.

Ad Sizes and Rates

Page Size	Dimensions (inches)	Color Price	B/W Price
Full Page*	7.25" w x 9.75" h	\$1,275	\$900
1/2 Page Horizontal	7.25" w x 4.875" h	\$825	\$600
1/2 Page Vertical	3.5" w x 9.75" h	\$825	\$600
1/4 Page Horizontal	7.25" w x 2.5" h	\$450	\$350
1/4 Page Vertical	3.5" w x 4.875" h	\$450	\$350
Business Card	3.5" w x 2" h	\$260	\$200

Premium Ads:

Page Size	Dimensions (inches)	Color Price
Back Cover 3/4 Page	7.25" w x 7.75" h	\$1,100
Inside Front Cover *	7.25" w x 9.75" h	\$950
Inside Back Cover *	7.25" w x 9.75" h	\$950

Discounts

10% Certified member Discount

10% Frequency Discount

10% Discount for Lifetime Supporting Business Membership

Inserts

Inserts must be approved by CCOF prior to use and provided directly to mailing house no later than the 10th of the quarterly publication month listed above. Full page inserts must be no larger than 8 1/4" x 10 3/4", trimming of larger pieces is available for a nominal fee.

Insertion Options:

Insert Program for Winter 09 issue only: \$750 per 8.5 x 11 sheet inserted in poly bag with Directory, etc (apprx 2,750). For other inserts, price per weight/size, \$750 minimum.

Insert Program for Spring, Summer, Fall 09 issues: \$1450, full run. \$750, members only run (apprx 2,750). Additional charges may apply for smaller pieces, etc.

General Info

Product Full color; open web printed, recycled stock, gloss. 8,500 circulation.

Classified Ads Classified line ads cost \$10.00 per line, seven words equal one line, with a three-line minimum. Ads will be posted on our web site for three months at no additional cost (www.ccof.org). Web-only classifieds are available at \$7.50 per line, prorated for the quarter. Classified line ads are free for CCOF certified clients. E-mail ads to advertising@ccof.org.

Payment for all advertisements is required in advance. At your request, we can continuously run your display ad until you tell us to stop. We will simply send you an invoice for each issue. A finance charge of 1.5% per a month will be applied to past due balances.

Article Submissions To discuss article ideas, please contact CCOF or e-mail marketing@ccof.org. Submitting an article does not guarantee acceptance and printing. Articles subject to editing for space.

We reserve the right to refuse any ad for publications.

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



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



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

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

* Bleed optional on full page ads. Bleed Size: 8.5" x 11"

Trim Size: 8.25" x 10.75"

Live Area: 7.25" x 9.75"

2009 CCOF Certified Organic Magazine 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 PDF proof to make sure no changes are needed.

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

<input type="checkbox"/> Full	COLOR	7.25" w x 9.75" h	\$ 1,275
<input type="checkbox"/> Full	BLACK & WHITE	7.25" w x 9.75" h	\$ 900
<input type="checkbox"/> 1/2 Vertical	COLOR	3.5" w x 9.75" h	\$ 825
<input type="checkbox"/> 1/2 Vertical	BLACK & WHITE	3.5" w x 9.75" h	\$ 600
<input type="checkbox"/> 1/2 Horizontal	COLOR	7.25" w x 4.875" h	\$ 825
<input type="checkbox"/> 1/2 Horizontal	BLACK & WHITE	7.25" w x 4.875" h	\$ 600
<input type="checkbox"/> 1/4 Vertical	COLOR	3.5" w x 4.875" h	\$ 450
<input type="checkbox"/> 1/4 Vertical	BLACK & WHITE	3.5" w x 4.875" h	\$ 350
<input type="checkbox"/> 1/4 Horizontal	COLOR	7.25" w x 2.5" h	\$ 450
<input type="checkbox"/> 1/4 Horizontal	BLACK & WHITE	7.25" w x 2.5" h	\$ 350
<input type="checkbox"/> Business Card	COLOR	3.5" w x 2" h	\$ 260
<input type="checkbox"/> Business Card	BLACK & WHITE	3.5" w x 2" h	\$ 200



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Discounts

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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**

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



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