



# The Natural Farmer

A Publication of the Northeast Organic Farming Association (NOFA)

## Advertise in or Sponsor *The Natural Farmer*

### Readership:

The **Natural Farmer** has over 5000 paid subscribers, mostly in the northeastern U.S. In addition, copies of the paper are distributed at fairs and farmers' markets throughout the region.

### Frequency Discount:

We give a 25% discount for year-round ads. If you reserve the same space for four consecutive issues your fourth ad is free! To receive the frequency discount you must pay for all the issues in advance, upon reserving the space.

### Sponsors:

Individuals or organizations wishing to sponsor **The Natural Farmer** may do so for one year (4 issues). In return, we will thank the sponsor in a special area on page 3 of each issue, and feature the sponsor's logo in black and white (\$300/year) or color (\$400/year).

### Ads:

We accept ads in black and white, and in color on many pages. We prefer electronic copy (.pdf or .jpg) but can scan hard copy if needed.

### Reserving Space:

To reserve space in an issue, just provide payment and let us know when we can expect the copy.

### Rates:

### B&W Color

|  |       |       |
|--|-------|-------|
| Full page (15" tall by 10" wide)   | \$450 | \$600 |
| Half page (7 1/2" tall by 10" wide)  | \$230 | \$310 |
| One-third page (7 1/2" tall by 6 1/2" wide)                                    | \$160 | \$210 |
| One-quarter page (7 1/2" tall by 4 7/8" wide)                                  | \$120 | \$160 |
| One-sixth page (7 1/2" tall by 3 1/8" wide, or<br>(3 3/4" tall by 6 1/2" wide) | \$80  | \$110 |
| Business card size (1 1/2" tall by 3 1/8" wide)                                | \$20  | \$25  |

*We will typeset your ad for an additional \$45 (which includes one revision -- additional ones are \$10 each). Contact ad rep (phone and Email below) for details.*

### Deadlines and Payment

The **Natural Farmer** is published quarterly. Deadlines for copy and payment for ads is one month prior to mailing.

Please make your check out to "NOFA" and send to the address below.

| Ad/Payment<br>Deadline | Focus of<br>Supplement     | Mailing<br>Date | Issue                 |
|------------------------|----------------------------|-----------------|-----------------------|
| Apr 30                 | Organic Allies             | Jun 1           | (Summer issue - #117) |
| Jul 31                 | Fungal-Friendly Composts   | Sep 1           | (Fall issue - #118)   |
| Oct 31                 | Alternative Certifications | Dec 1           | (Winter issue - #119) |

Next Issue:

Summer 2018

Includes Special Supplement on

Organic Allies

*We reserve the right to reject ads which seem to us inappropriate or misleading.*

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