The Maine Organic Farmer & Gardener

The Maine Organic Farmer & Gardener (MOF&G) is published 4 times per year (**March 1**, **June 1**, **September 1** [Fairbook], **December 1**) — by the Maine Organic Farmers and Gardeners Association as part of its educational mission. *The MOF&G* features agricultural and environmental themes; articles tailored to farmers and gardeners; information on conservation, public policy and nutrition; and MOFGA news. Subscription and retail distribution in New England and across the country.

ADVERTISING RATES

	QUARTERLY EDITION (March 1, June 1, December 1)	FAIR EDITION (September 1)
Full Page	$300	$900
1/2 Page	150	550
1/4 Page Tall (specify)	100	325
1/4 Page Wide (specify)	100	325
1/8 Page Tall (specify)	60	180
1/8 Page Wide (specify)	60	180
1/22 Page (1 col. x 2")	25	100

COLOR: Single (spot) color – add $50 per color. Four-color (process color) – add $200. See formatting details below.

CIRCULATION: 10,000 Quarterly edition (March, June, December); 60,000 Fair edition (September)

DEADLINES: QUARTERLY EDITION – Four weeks prior to publication (see dates above.)
FAIRBOOK EDITION – July 13 (non-camera-ready ads) or July 20 (camera-ready ads).

DISCOUNTS: 10% – Advertising in all four quarterly issues. Additional 5% – Payment for four-issue contract is received in advance.

OTHER DISCOUNTS: 5% – MOFGA Business Member 25% – MOFGA-Certified Organic Grower

All accounts payable within 30 days of publication.

☞ **FORMATS: Electronic:** Submit ads via CD or e-mail as Macintosh-compatible tiff files, eps files, pdf files, QuarkXPress, Photoshop or Illustrator files. Include images. For 4-color ads, convert all colors to CMYK, making sure that black type is truly black and not a composite of four colors. For spot color, specify the color but convert it to cyan blue on your file. For black and white ads, convert all colors to grayscale or 100% black. Remember to embed fonts in PDF files. Questions? Please contact us.

☞ **Paper:** Ads submitted on paper will be scanned, which affects quality. Ads with color images, gray areas (screens), or photos (halftones) can be scanned, but please submit sharp, high-resolution images on white paper or original, sharp photos. Faxes are not accepted. Please contact us if you have any questions.

☞ **Word, Excel, Publisher and other formats are NOT accepted unless printed on paper for scanning** (see above). **Low-resolution GIF files via e-mail will not be accepted.**

EXTRA FEES: $25 extra per ad charged for ad design, typesetting, or scanning of ads submitted on paper.

PROOFS: Available only if copy received by the deadline (see dates above). Enclose SASE or contact info.

CLASSIFIEDS: Members: One free ad per issue; **Non-members:** 20¢ per word, $4.00 min. To place classified advertising, contact Emily Horton at the MOFGA office (ehorton@mofga.org).

MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION

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