

The Maine Organic Farmer & Gardener

44th ANNUAL COMMON GROUND COUNTRY FAIR ISSUE

PUBLISHED SEPTEMBER 1, 2020

Please reserve the following display ad space in the Fair Issue of The MOF&G.

	Size (Please see Ad Dimensions sheet)	Rate
_____	Full Page	\$1,500
_____	1/2 Page	1,000
_____	1/4 Page Tall (specify)	500
_____	1/4 Page Wide (specify)	500
_____	1/8 Page Tall (specify)	300
_____	1/8 Page Wide (specify)	300
_____	1/22 Page (3.125" wide x 2" tall)	150

ADDITIONAL SPONSORSHIP OPPORTUNITIES: This year we offer advertisers additional sponsorship opportunities during the online Common Ground Country Fair. A limited number of opportunities are available. Discounts do not apply to sponsorship.

RATE DESCRIPTION

_____ \$250 **Bee Balm Sponsors:** Sponsor logo and link to website from sponsors page of Common Ground Country Fair website. Submit .png file of logo with advertisement.


_____ \$500 **Pollinator Sponsors:** Includes benefits of Bee Balm sponsorship plus a tagged social media post in the weeks leading up to the fair. Content will be developed in coordination with MOFGA's communications team.


CIRCULATION: All regular MOF&G subscribers and MOFGA members, plus distribution locations throughout the state. The MOF&G will also be made available in full in a digital format for free to participants in the online Common Ground Country Fair.

DISCOUNTS: 10% discount for all four issues, additional 5% if all four paid in advance.
25% discount for MOFGA certified producers
5% discount for MOFGA business members

COLOR: We add \$200 for color ads. See formatting details below. Note that color text on newsprint can be hard to read; please choose black text, especially for small sizes.

ADVERTISING DEADLINE: July 15, 2020

 **FORMATS: ELECTRONIC:** Submit ads via e-mail, web link or CD as Macintosh-compatible tiff files, eps files, pdf files or QuarkXPress files. Include all images. For 4-color ads, convert all colors to CMYK, but make sure that black type is truly black and not RGB color or a composite of four colors. For black and white ads, convert the file to grayscale or true black and white. If possible, check this using Adobe Acrobat's Output Preview. Remember to embed fonts in PDF files. Please contact Tim Nason (tnason@mofga.org) if you have any questions.

 Do not submit Word, Excel, Publisher or other formats. They are NOT accepted unless printed on paper and mailed for scanning (see above). Low-resolution GIF files via e-mail are not accepted.

EXTRA FEES: \$75 technical design fee for any ads not meeting criteria described here.

PROOFS: Available only if copy received by July 5. Proofs are emailed as PDF.

PAYMENT: All accounts payable within 30 days of publication.

Ad enclosed Payment enclosed (Amount: \$ _____)

Advertiser

Date

Address

Phone

Email

Signature

Return to: Katy Green, MOFGA, P.O. Box 170, Unity, Maine 04988 – kgreen@mofga.org – 207-568-4142)

MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION

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