



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 our 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.

 Please see our [Ad Dimensions sheet](#) for correct ad sizes

ADVERTISING RATES

QUARTERLY EDITION (March 1, June 1, December 1)	FAIR EDITION (September 1)
Full Page \$450	\$1,500
1/2 Page 225	1000
1/4 Page Tall (specify) 150	500
1/4 Page Wide (specify) 150	500
1/8 Page Tall (specify) 100	300
1/8 Page Wide (specify) 100	300
1/22 Page (1 col. x 2") 50	150


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.


DEADLINES: January 15 (spring), April 15 (summer), July 15 (fall), October 15 (winter).


DISCOUNTS: 10% discount for advertising in all four issues. Additional 5% if all four paid in advance.


OTHER DISCOUNTS: 25% for MOFGA-certified organic producers; 5% for MOFGA business members.

All accounts payable within 30 days of publication.

 **COLOR:** We add \$200 for color ads (CMYK process color). See formatting details below. Please note that color text on newsprint can be hard to read; choose black text especially for small sizes.

 **ACCEPTABLE FORMATS:** Submit ads via CD or e-mail as Macintosh-compatible PDF, TIFF, EPS, QuarkXPress, Photoshop or Illustrator files. Include or embed images & fonts, if necessary. For 4-color ads, convert RGB colors to CMYK, making sure that black type is truly black and not a composite of four colors. For black and white ads, convert all colors to grayscale or true black & white. Questions? Please contact Tim Nason: tnason@mofga.org.

 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.

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

CLASSIFIEDS: 20¢ per word, \$4.00 min. One free ad per issue for MOFGA members, 100-word limit; Mail your classified ad to the MOFGA office or email it to lcayard@mofga.org or call 207-568-4142.

MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION

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

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