



MAINE ORGANIC FARMERS AND GARDENERS

Advertising in The MOF&G

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.

ADVERTISING RATES

	QUARTERLY EDITION (March 1, June 1, December 1)	Fair Edition (September 1)
Full Page _____	\$450_____	\$1,500_____
1/2 Page _____	\$225_____	\$1,000_____
1/4 Page _____	\$150_____	\$500_____
1/8 Page _____	\$100_____	\$300_____
1/22 Page _____	\$50_____	\$150_____

CIRCULATION: All regular MOF&G subscribers and MOFGA members, plus distribution locations throughout the state. Each issue of The MOF&G will also be made available in full in a digital format and available for free on MOFGA's website until the next issue is released.

DEADLINES: January 10 (spring), April 10 (summer), July 10 (fall), October 10 (winter).

DISCOUNTS: 10% discount for advertising in all four issues. Additional 5% if all four paid in advance. 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 as PDF, TIFF, EPS, QuarkXPress, Photoshop or Illustrator files. Include or embed images and 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.

Word, Excel, Publisher and other formats are NOT accepted unless printed on paper for scanning (see above). Low-resolution GIF files via email 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 to cbarker@mofga.org or call 207-568-6046.

AD DIMENSIONS:

Full Page- 10"wide x 15"tall

1/2 Page Tall- 6.575"wide x 11"tall

1/2 Page Wide- 10"wide x 7.25" tall

1/4 Page Tall- 6.75"wide x 5.5" tall

1/4 Page Wide- 10"wide x3.35"tall

1/8 Page- 3.125"wide x 5.25" tall

1/22 Page- 3.125"wide x 2" tall

MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION

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