



MAINE ORGANIC FARMERS AND GARDENERS

Advertising in The MOF&G

The Maine Organic Farmer & Gardener (MOF&G) is published four times per year (March 1, June 1, September 1 and 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 in New England and across the country.

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. Circulation averages 5,000 copies (with an approximate readership of 10,000) for the spring, summer, fall and winter issues.

Deadlines

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

Discounts

15% discount for advertising in all four issues and paid in full in advance. 25% for MOFGA-certified organic producers. 10% for MOFGA business members.

***Please note that payments are due in full within 30 days of publication.**

Acceptable Formats

Submit ads as PDF, TIFF, EPS, QuarkXPress, Photoshop or Illustrator files. Include or embed images and fonts, if necessary. Font should be at least 12 point for readability. White font should not be used in color ads. For four-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 and 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 cents per word, \$4 minimum. One free ad per issue for MOFGA members, 100-word limit. Mail your classified ad to the MOFGA office (PO Box 170, Unity, Maine 04988), email to ads@mofga.org.

Fall MOF&G and Fairbook

In addition to the four MOF&G issues annually, a special Fairbook is printed exclusively for MOFGA's Common Ground Country Fair each fall. Ads purchased for the fall MOF&G (September 1) will automatically be included in the Fairbook. Attendance numbers at the 2024 Fair topped 69,000 people.

MOF&G Ad Dimensions and Costs (Winter, Spring and Summer)

| Ad Size | The MOF&G | Black & White | Color |
|----------------|---------------|---------------|-------|
| Full page | 10" x 15" | \$450 | \$650 |
| Half page tall | 6.675" x 11" | \$225 | \$425 |
| Half page wide | 10" x 7.25" | \$225 | \$425 |
| 1/4 page tall | 6.75" x 5.5" | \$150 | \$350 |
| 1/4 page wide | 10" x 3.35" | \$150 | \$350 |
| 1/8 page | 3.125" x 5.25 | \$100 | \$300 |
| 1/22 page | 3.125" x 2" | \$50 | \$250 |

Fall MOF&G and Fairbook Ad Dimensions and Costs

Prices include advertising in both The MOF&G and the Fairbook.

| Ad Size | The MOF&G | Fairbook | Black & White | Color |
|----------------|---------------|----------------------|---------------|---------|
| Full page | 10" x 15" | 6.625" x 9.9375" | \$1,500 | \$1,700 |
| Half page tall | 6.675" x 11" | 4.375" x 7.285" | \$1,000 | \$1,200 |
| Half page wide | 10" x 7.25" | 6.625" x 4.8" | \$1,000 | \$1,200 |
| 1/4 page tall | 6.75" x 5.5" | 4.375" x 3.65" | \$500 | \$700 |
| 1/4 page wide | 10" x 3.35" | 6.625 x 2.219 | \$500 | \$700 |
| 1/8 page | 3.125" x 5.25 | 2.09374" x 3.52" | \$300 | \$500 |
| 1/22 page | 3.125" x 2" | 2.09374" x 1.335" | \$150 | \$350 |

Contact: ads@mofga.org



For more information:
mofga.org/advertising