



The Northeast Organic Farming Association/
Massachusetts Chapter, Inc. (NOFA/Mass)

Advertising, Sponsoring & Marketing Opportunities

2011

For more information contact Marketing/Development Director
Bob Minnocci at (617) 236-4893 or email bob@nofamass.org

www.nofamass.org

NOFA/Mass

The Northeast Organic Farming Association/Massachusetts Chapter, Inc. (NOFA/Mass) provides advocacy for and education about organic farming, gardening and landscaping, and technical support for all those interested in organic growing. NOFA/Mass is one of seven state NOFA chapters in the northeast. Each year, we refine and broaden educational programs and activities as well as our advocacy work to meet current needs facing the organic farming, landscaping and gardening community in Massachusetts.

Advertising and Marketing Opportunities

We publish a monthly online newsletter, an online Organic Food Guide, offer advertising in the NOFA Interstate Council's quarterly farm journal, *The Natural Farmer*, and maintain a vibrant website (www.nofamass.org). Each year, we also conduct two major conferences, the seven-state NOFA Summer Conference and a Massachusetts Winter Conference. We also put on Advanced Growers' Seminars and a variety of workshops throughout Massachusetts on such topics as beginning organic food preservation and animal husbandry.

We offer advertising opportunities in all of our publications including, in some instances, on our website. We also offer exhibit space and sponsorship opportunities at our conferences. Our Corporate Sponsorship Marketing Program provides participants with a range of exposure across our entire spectrum of publications, conferences and events.

Discounts:

NOFA/Mass offers discounts to low income non-profits and farms. Please contact Bob Minnocci: bob@nofamass.org for more information.

For More Info:

Please feel free to inquire. Our goal is to meet your marketing and advertising needs. For more information, contact Bob Minnocci (617) 236-4893 or email bob@nofamass.org.

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The Natural Farmer

A Publication of the Northeast Organic Farming Association (NOFA)

Advertise in or Sponsor *The Natural Farmer*

READERSHIP:

The Natural Farmer has over 5,400 paid subscribers, mostly in the northeastern U.S. In addition, copies of the newspaper are distributed at fairs and farmers' markets regionally.

SPONSORS:

Individuals or sponsors wishing to sponsor The Natural Farmer may do so for \$300 for one year (4 issues). In return, we will thank the sponsor in a special area on page 3 of each issue, and feature the sponsor's logo.

ABOUT ADS:

We accept ads in black and white, and in color on some pages. We prefer electronic copy (high-quality PDF or JPG files) but can scan hard copy if needed.

RESERVING SPACE:

To reserve space in an issue, just provide payment; and let us know when we can expect the copy.

FREQUENCY DISCOUNT:

We give a 25% discount for year-round ads. If you reserve the same space for four consecutive issues, your fourth ad is FREE! To receive the frequency discount you must pay for all four issues in advance, upon reserving the space.

RATES:

	B&W	COLOR
Full page (15" tall x 10" wide)	\$360	\$500
Half page (7-1/2" tall x 10" wide)	\$185	\$260
One-third page (7-1/2" tall x 6-1/2" wide)	\$125	\$175
One-quarter page (7-1/2" tall x 4-7/8" wide)	\$ 95	\$135
One-sixth page (7-1/2" tall x 3-1/8" wide, or (3-3/4" tall x 6-1/2" wide)	\$ 65	\$ 90
Business card size (1-1/2" tall x 3-1/8" wide)	\$ 20	\$ 25

We will typeset your ad for an additional \$45 (which includes one revision -- additional revisions are \$10 each).

DEADLINES:

The Natural Farmer is published quarterly. Deadlines for copy and payment for ads is one month prior to the mailing of each issue.

Ad/Payment Deadline:	Mailing Date (actual date)	Issue Season
July 31	September 1	Fall
October 31	December 1	Winter
January 31	March 1	Spring
April 30	June 1	Summer

We reserve the right to reject ads which seem to us inappropriate or misleading.

For Ads & Sponsorships: Bob Minnocci (617) 236-4893 or bob@nofamass.org
For Editorial Content: Jack Kittredge (978) 355-2853 or TNF@nofa.org



Advertise in the NOFA/Mass News, an online publication rich with news and features about organic agriculture in Massachusetts!

READERSHIP:

A digest of the NOFA/Mass News is emailed to about 5,000 NOFA/Mass members and friends, who are farmers, gardeners, homesteaders, landscapers and consumers, linking them to this beautiful online publication. We're pleased to say that about 40% open the email and the same number click through articles, an extremely high read rate for an online publication.

DEADLINES:

The NOFA/Mass News is published 11 times a year, with a combined July-August edition. Ad/payment deadlines are the first of each month. NOFA/Mass News is emailed around the 15th of each month.

RESERVING SPACE:

To reserve space, please provide payment and let us know when we can expect the copy. We will compose your ad for an additional \$45 (you supply illustration, logo and copy). One revision only.

ABOUT ADS:

We accept ads in color, either as high-quality PDF or JPG file. If you wish to run an ad, call Bob Minnocci at (617) 236-4893.

ADVERTISING RATES:	
Full page (7-1/2" x 9-5/8")	\$195
Half page (7-1/2" x 5")	\$125
Quarter page (3-3/4" x 5")	\$ 75
1/8 page (3-3/4" x 2-1/2")	\$ 35

For Advertisements: Bob Minnocci (617) 236-4893 or bob@nofamass.org
For Editorial Content: Mindy Harris at (310) 663-0054 or mindy@nofamass.org



Massachusetts Organic Food Guide

A program of NOFA/Mass



HOME

FARMS

BUSINESSES

REGIONS

ABOUT US

Search

NOFA/Mass offers the Organic Food Guide as an updatable online publication, connecting consumers with certified organic and sustainable farmers and producers, including sustainable businesses.

YOUR MINI-WEB PAGE:

The Organic Food Guide is now completely online. If you're a sustainable or certified organic farmer, you are eligible for a free individual web page, pre-structured by NOFA/Mass. The web page will contain the name of your farm, and all necessary contact information, including address, telephone number, email address and website. There will also be a map showing the location of your farm. The page can also include your logo with a link to your website and/or photos of your operation. In addition, you may write a description of your farm to be included in the listing. You are responsible for supplying your logo.

Businesses and non-farm organizations may purchase a mini-web page for \$90/year. Paid listings will include all the same categories as free farm listings. You are responsible for supplying your logo.

ARTWORK:

You are responsible for providing camera-ready material, either as a jpg or PDF file.

DEADLINE:

Ongoing.

MORE INFO:

www.theorganicfoodguide.com

**For paid, non-farm business listings, free sustainable or certified organic farm listings, contact Michal Lumsden: (413) 528-8016 /
Email: foodguide@nofamass.org**



NOFA/Mass conducts the seven-state Northeast Organic Farming Association’s Summer Conference. The 2011 conference will mark the 37th year of this incredibly educational, fun-filled weekend with delicious organic and locally-grown food. The conference will be held August 12-14, 2011, at the University of Massachusetts in Amherst, MA. This beautiful campus, with its majestic view, spacious grounds and classrooms, provides the perfect location for the conference.

In 2010, conference attendance reached 1,400 with nearly 100 exhibitors, 30 sponsors and 200 workshops for adults, teens and children. The conference also featured a children’s conference, an old-fashioned country fair, a farmers’ market and silent and live auctions.

Stay tuned for details as the conference planning unfolds. Visit www.nofasummerconference.org for info.

EXHIBIT. . . at the NOFA Summer Conference!

	Without Registration	With ONE Registration
Full table in the main tent	\$190	\$330
Half table in the main tent	\$145	\$285
10’ x 20’ outdoor (you provide table & tent)	\$250	\$390
10’ x 10’ outdoor (you provide table & tent)	\$145	\$285

ADVERTISE. . . in the Conference Program Book!

Full Page (4-5/8” wide x 7-1/2” tall)	\$250
Half Page (4-5/8” wide x 3-5/8” tall)	\$140
Quarter Page (2-1/8” wide x 3-5/8” tall or 4-5/8” wide by 1-3/4” tall)	\$ 75

SPONSOR. . . the entire NOFA Summer Conference!

\$1,000 Gold Level Sponsorship:

- Full page ad in Program Book (see above)
- One exhibit space with registration and keynotes for one person
- Your name on the Sponsor Page of the Program Book
- Your name/logo on the conference website with link to your website for the remainder of the year
- Your name on all conference sponsor signage
- Recognition at the conference

\$500 Silver Level Sponsorship:

- Full page ad in Program Book (see above)
- Your name on the Sponsor Page of the Program Book
- Your name/logo on the conference website with link to your website for remainder of the year
- Recognition at the conference

Please feel free to inquire! For more information call Bob Minnocci at (617) 236-4893 or email bob@nofamass.org.

The NOFA/Mass Winter Conference

The NOFA/Mass Winter Conference will be held Saturday, January 15th, 2011 (9 a.m. to 5 p.m.) at the Worcester Vocational Regional Technical High School. We're expecting nearly 1,000 attendees.



Author Michael Phillips will be presenting the keynote address and an all day intensive seminar on growing healthy apples. His community orchard movement provides a full immersion into the holistic approach to orcharding. Michael wrote, "The Apple Grower: A Guide for the Organic Orchardist," and was honored by Slow Food USA. His wife, Nancy, will also be presenting an all-day seminar on herbs for family health. She and Michael own Heartsong Farm, an herb farm, organic orchard, and educational center in the northern mountains of New Hampshire.



You won't want to miss out on our incredible potluck lunch, complete with organic vegetables, meats, and greens from the farm. If you wish to participate in the potluck, please remember to bring enough food for eight people.

EXHIBIT . . . at the NOFA/Mass Winter Conference!

Space (bring your own table)	\$ 90
Space with Table	\$115
Registration into Events	\$ 65
Registration to day-long seminar	\$120

Note: Discounts are available for income eligible non-profits and farms. Please contact Bob Minnocci: bob@nofamass.org or (617) 236-4893, for more information.

SPONSOR . . . the NOFA/Mass Winter Conference!

\$1,000 Gold Sponsor (only one available):

- Entire Full-Page Ad, back cover (4-5/8" wide x 7-1/2" tall)
- One free exhibit space (table provided for you)
- Year-long listing, with logo/link to your website on the Winter Conference page of the NOFA/Mass website
- Two free registrations to the event
- Listing, with logo, on conference materials & signage
- Listing, with logo, in the Conference Program Book
- Recognition at the Conference

\$500 Blue Ribbon Sponsor:

- One free exhibit space (table provided for you)
- One free registration to the event
- Year-long listing, with logo/link to your website on the Winter Conference page of the NOFA/Mass website
- Listing, with logo, on conference materials & signage
- Listing, with logo, in the conference Program Book
- Recognition at the conference

\$350 Supporting Sponsor:

- Six-month listing on the Winter Conference page of the NOFA/Mass website
- Listing on conference materials & signage
- Listing in the conference Program Book
- Recognition at the conference
- Literature placement at the conference

\$100 Contributor:

- Listing in the Program Book
- Literature placement at the conference

For more information call Bob Minnocci at (617) 236-4893 or email bob@nofamass.org.



The NOFA/Mass Organic Land Care Program

The NOFA Organic Land Care Program, formed 11 years ago by the Massachusetts and Connecticut chapters of NOFA, is the national leader in organic land care education, having developed the first written standards and the first accreditation courses in organic land care, both based on organic agricultural standards. Over 1,000 landscape professionals have been trained in Massachusetts since the program began. For more information, visit www.nofamass.org.

We offer you the opportunity to purchase a Gold or Silver Sponsorship, during the NOFA 5-day Accreditation Course in Organic Land Care in Massachusetts, being held January 12-19, 2011, at the Parker River National Wildlife Refuge in Newburyport, MA. If you sell products related to organic land care, this could be a wonderful opportunity for you to reach a targeted audience of approximately 75 students with 20 teachers, over five days of intensive education. We hope you'll join in supporting this ever-growing and important educational program.

\$1,000 Gold Sponsorship Receives \$2,300 in Benefits:

12-month listing on the NOFA/Mass OLC web page (with logo/link)	\$1,000
Registration for the 5-day course for one person (accreditation not included)	\$ 550
Listing in all program literature	\$ 300
Placement of business literature on Sponsorship Literature Table	\$ 250
Verbal recognition at the event	\$ 200

Total Value: \$2,300

\$500 Silver Sponsorship Receives \$800 in Benefits:

6-month listing on the NOFA/Mass OLC web page (with logo/link)	\$ 500
Listing in all program literature	\$ 300

Total Value: \$800

Please feel free to inquire. Our goal is to meet your marketing and advertising needs. For more information, call Bob Minnocci at (617) 236-4893 or email bob@nofamass.org.

For more information or to register for the NOFA 5-day Accreditation Course in Organic Land Care, call Kathy Litchfield at (413) 773-3830 or email kathy@nofamass.org



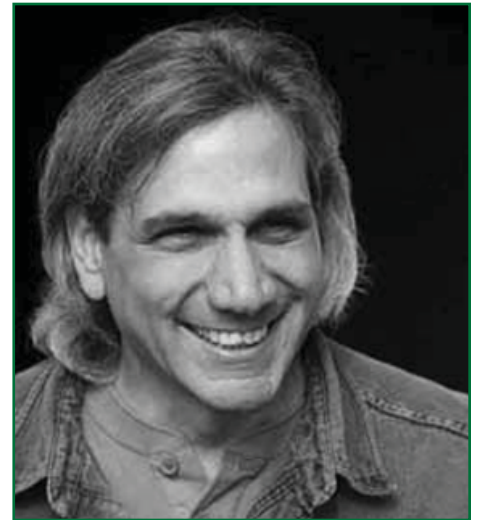


Advanced Growers' Fall Seminar

This event was the third in a series of NOFA/Mass seminars focused on topics of interest to experienced growers looking to improve their operations. Jerry Brunetti presented a two-part seminar to 100 farmers on Human Health and Soil Health on November 5th and 6th at Barre Congregational Church, 30 Park Street, Barre, MA .

Brunetti founded Agri-Dynamics in 1979 with a vision to provide farmers with ecologically sound consulting services and holistic animal remedies that yield healthy, regenerative and profitable outcomes for their operations.

For more information, check out our website:
www.nofamass.org/seminars/winterseminar.php



\$650 CHAMPION SPONSOR

- One free exhibit space with table
- One registration into the seminar (each additional registration \$100)
- Meals included
- Six-month listing, with logo, on the Advanced Growers' web page with link to your website
- Listing with logo, on printed conference materials
- Recognition at the event

\$300 SUPPORTING SPONSOR

- Six-month listing, with logo, on the Advanced Growers' web page with link to your website
- Listing, with logo, on all printed conference materials
- Recognition at the event
- Placement of your literature on the table at the event with other Supporting Sponsors

For more information call Bob Minnocci at (617) 263-4893 or email bob@nofamass.org



4th Advanced Growers' Winter Seminar

With Jean-Paul Courtens and Jody Bolluyt

Systematizing a Diverse Vegetable Operation

Sunday, February 5, 8:30 a.m. to 5:30 p.m.

Barre Congregational Church, 30 Park St. Barre, MA

This seminar is the fourth in an ongoing series that provides practical information for making farms more economically viable. "Systematizing a Diverse Vegetable Operation" is tailored to the needs of small and medium scale diversified vegetable growers through soil health and effective management.

Morning: Soil & Plant Health from a Whole Farm Perspective

Afternoon: Planting & Harvesting Procedures, Record Keeping and Financial Analysis



Jean-Paul Courtens and Jody Bolluyt own and operate Roxbury Farm in Kinderhook, NY. Jean-Paul was born and raised in Amsterdam the Netherlands and completed four years of training in biodynamic agriculture. He moved to the U.S. in 1986 and founded Roxbury Farm in 1990. Jody Bolluyt was born and raised in Adel, Iowa. She completed her training at the University of Iowa, majoring in botany and biology. Roxbury Farm is a highly diversified Biodynamic farm, serving 1,100 shareholders with vegetables, fruit, beef, lamb, pork and chicken.

\$650 CHAMPION SPONSOR

- One free exhibit space with table
- One registration into the seminar (each additional registration \$100)
- Meals included
- Six-month listing, with logo, on the Advanced Growers' web page with link to your website
- Listing, with logo (on printed conference materials)
- Recognition at the event

\$300 SUPPORTING SPONSOR

- Six-month listing, with logo, on the Advanced Growers' web page with link to your website
- Listing, with logo, on all printed conference materials
- Recognition at the event
- Placement of your literature on a table at the event with other Supporting Sponsors

For more information call Bob Minnocci at (617) 263-4893 or email bob@nofamass.org



NOFA/Mass Corporate Marketing and Sponsorship Program

www.nofamass.org

Call Bob Minnocci at (617) 236-4893 or
email bob@nofamass.org for more info.

The Corporate Marketing and Sponsorship Program is designed to provide a wide array of marketing benefits for one annual fee. We are pleased to customize Corporate Sponsorship Packages to meet your specific needs. Advantages to the sponsor include a cost savings on actual benefits. Additionally, sponsors avoid being contacted throughout the year, as they typically provide ad copy for all the publications once a year. Sponsors are able to change their ads throughout the year if they wish.

VISIBILITY:

- About 5,000 subscribers to the NOFA/Mass Newsletter (11 editions)
- Thousands of visits a month to the NOFA/Mass web site
- Summer Conference: 1,400 farmers, consumers, landscapers, gardeners
- NOFA/Mass Winter Conference: 900+ organic farmers, consumers, landscapers, gardeners
- NOFA/Mass Advanced Growers Fall and Winter Seminars: nearly 100 farmers in each intensive two-day workshop
- 5,400 paid subscribers to The (quarterly) Natural Farmer
- Continuous web presence for the NOFA/Mass Organic Food Guide
- Hundreds who attend Extension (Practical Skills) Workshops

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\$10,000 Premier NOFA/Mass Sponsor Receives \$12,390 in Benefits:

Full-page color ad in The Natural Farmer + Sponsorship Listing	\$1,800
Full-page ad in all 11 NOFA/Mass Newsletters; logo in each of the E-News digests	\$2,145
Webpage in the online NOFA/Mass Organic Food Guide	\$ 90
Four annual NOFA/Mass memberships	\$ 140
Gold Sponsorship NOFA Summer Conference + 3 additional registrations	\$1,420
Blue Ribbon Sponsorship – NOFA/Mass Winter Conference + 3 additional registrations	\$ 695
Supporting Sponsorships at the Advanced Farmers Fall and Winter Seminars	\$ 600
Silver Sponsorship at the Organic Land Care 5-day course	\$ 500
Listing on the NOFA/Mass Sponsor Page of the website with link to your website and story	\$3,000
Recognition in Extension (Practical Skills) Workshops	\$2,000

Total Value: \$12,390

\$5,000 Gold NOFA/Mass Sponsor Receives \$7,180 in Benefits:

Half-page color ad in The Natural Farmer + Sponsorship Listing	\$1,080
Half-page ad in all 11 NOFA/Mass Newsletters; logo in each of the E-News digests	\$1,375
Web page in the online NOFA/Mass Organic Food Guide	\$ 90
Two NOFA/Mass memberships	\$ 70
Silver Sponsorship – The NOFA Summer Conference	\$ 500
Supporting Sponsorship – The NOFA/Mass Winter Conference	\$ 350
Exhibit Space at the Summer and Winter Conferences + 3 registrations	\$ 715
Listing on the NOFA/Mass Sponsor Page of the web site with link to your website and story	\$3,000

Total Value: \$7,180

\$2,500 Silver NOFA/Mass Sponsor Receives \$4,710 in Benefits:

Quarter-page color ad in The Natural Farmer	\$ 405
Quarter-page ad in all 11 NOFA/Mass Newsletters; logo in each of the E-News digests	\$ 825
Web page in the online NOFA/Mass Organic Food Guide	\$ 90
Two NOFA/Mass memberships	\$ 70
Exhibit space at the NOFA/Mass Winter Conference + 2 registrations	\$ 245
Quarter-page ad in the Summer Conference Program Book	\$ 75
Listing on the NOFA/Mass Sponsor Page of the web site with link to your website and story	\$3,000

Total Value: \$4,710

\$1,500 Supporting NOFA/Mass Sponsor Receives \$2,925 in Benefits:

Quarter-page black & white ad in The Natural Farmer	\$ 285
Quarter-page ad in each of the 11 NOFA/Mass Newsletters; logo in each of the E-News Digests	\$ 825
Quarter page ad in the Summer Conference Program Book	\$ 75
Web page in the online NOFA/Mass Organic Food Guide	\$ 90
One NOFA/Mass membership	\$ 35
Exhibit space at the NOFA/Mass Winter Conference (registration not included)	\$ 115
Six-month listing on the NOFA/Mass Sponsor Page of the web site with link to your website	\$ 1,500

Total Value: \$2,925

The Northeast Organic Farming Association/
Massachusetts Chapter, Inc.



Thank you for considering working with us to market your business or services!
We hope to provide you with rewarding educational experiences while
boosting your business!

For more information at any time, please contact:

Bob Minnocci
NOFA/Mass Marketing/Development Director
662 Massachusetts Avenue, Boston, MA 02118
(617) 236-4893
bob@nofamass.org