



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

Advertising, Sponsoring & Marketing Opportunities

2012

For more information contact Marketing 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 its members and all those interested in organic growing. NOFA/Mass is one of seven state NOFA chapters in the northeast. Each year, we refine and broaden our 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 an online newsletter 11 times a year, maintain an online Organic Food Guide (www.theorganicfoodguide.com), offer advertising in the NOFA Interstate Council's quarterly farm journal, *The Natural Farmer*, and maintain a vibrant website (www.nofamass.org). We also publish numerous e-news blasts announcing news alerts and events throughout the year. We conduct two major conferences – the seven-state NOFA Summer Conference and the Massachusetts Winter Conference. We also conduct two Advanced Growers' Seminars and a variety of educational workshops throughout Massachusetts on such topics as gardening, 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.

Table of Contents

A La Carte Advertising/Sponsorship Options:

The Natural Farmer	4
NOFA/Mass News	5
NOFA/Mass Organic Food Guide	6
NOFA Summer Conference	7
NOFA/Mass Winter Conference	8
NOFA/Mass Advanced Growers' Fall and Winter Seminars	9
NOFA/Mass Corporate Marketing and Sponsorship Program	10-11



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 5,600 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**



JANUARY 2012 NEWSLETTER

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 subscribers and advertisers continue to embrace the newsletter with high open rates and a record demand for advertising.

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 as a high-quality JPG, 300 dpi or higher. 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**



The Organic Food Guide

Your guide to certified organic and sustainably raised grown food and products in Massachusetts



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

YOUR MINI-WEB PAGE:

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 supplying your color logo as a JPG, 300 dpi or higher.

DEADLINE:

Ongoing.

MORE INFO:

www.theorganicfoodguide.com

For paid business listings or free listings for certified organic or sustainable farms, contact Rebecca Buell at (978) 724-3561 or email foodguide@nofamass.org



NOFA/Mass conducts the seven-state Northeast Organic Farming Association’s Summer Conference. The 2012 conference will mark the 38th year of this incredibly educational, fun-filled weekend with delicious organic and locally-grown food. The conference will be held August 10-12, 2012.

In 2011, conference attendance reached 1,400 with 100 exhibitors, 22 sponsors and more than 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)	\$275
Half Page (4-5/8” wide x 3-5/8” tall)	\$150
Quarter Page (2-1/8” wide x 3-5/8” tall or 4-5/8” wide by 1-3/4” tall)	\$100

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 continues to grow by leaps and bounds. More than a thousand attended the 2012 conference, along with nearly 80 exhibitors, making this the largest Winter Conference in our history.

John Jeavons, the executive director of Ecology Action of the Mid-Peninsula, conducted the all-day seminar on BioIntensive Gardening. John is the author of "How to Grow More Vegetables and Fruits, Nuts, Berries, Grains and Other Crops Than You Ever Thought Possible On Less Land Than You Can Imagine."



John Jeavons

We also hosted 60 workshops throughout the day.

Stay tuned for more information regarding our 2013 conference.

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

Space with Table	\$110
Registration into Events	\$ 65
Registration to day-long seminar	\$110

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.



GROWERS MOVING FORWARD

Advanced Growers’ Fall and Winter Seminars

2012 marked the third year for the Winter and Fall Advanced Growers’ Seminars. These day-long and multi-day events bring growers together to learn concepts and techniques to improve their operations through innovative farming with organic management. The goal is to improve profitability, ecological stewardship and the quality of life for farmers.

The 2012 Winter Seminar – Soil and Nutrition Conference – was held Feb. 9-11 at First Churches in Northampton, MA. Organized in collaboration with the Real Food Campaign, the conference featured soils expert John Kempf. The second day was a collaborative symposium on practical soil building techniques and the third day was a strategic action working conference for initiatives connecting soil and nutrition.

The Fall 2012 Seminar is being organized in collaboration with the Southeastern Massachusetts Agricultural Partnership (SEMPA) for November 2012. It will be a one-day seminar on winter growing. Details will be available on our website at: www.nofamass.org/seminars/fallseminar.php.

These seminars provide sponsors with a concentrated audience of farmers, enabling them to enhance their marketing opportunities. Space is limited. Exhibit space is \$250.

\$500 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

\$250 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



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)
- Logo placement on E-blast Alert updates going to thousands each month
- Thousands of visits a month to the NOFA/Mass website
- Summer Conference: 1,400 farmers, consumers, landscapers, gardeners
- NOFA/Mass Winter Conference: 1,000 organic farmers, consumers, landscapers, gardeners
- NOFA/Mass Advanced Growers' Fall and Winter Seminars: nearly 100 farmers in an intensive, multi-day workshop
- 5,600 paid subscribers to The Natural Farmer (quarterly)
- Continuous web presence for the NOFA/Mass Organic Food Guide
- Continuous web presence on the sponsor pages: Corporate, Winter and Summer Conferences
- Hundreds who attend Educational Workshops throughout Massachusetts

... continued next page

\$10,000 Premier NOFA/Mass Sponsor Receives \$13,440 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
Logo listed on every E-blast Alert	\$1,000
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
Champion Sponsorship at Advanced Growers Seminar	\$ 650
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 on Educational Workshop publicity	\$2,000

Total Value: \$13,440

\$5,000 Gold NOFA/Mass Sponsor Receives \$8,380 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
Logo listed on every E-blast Alert	\$1,000
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	\$ 915
Listing on the NOFA/Mass Sponsor Page of the web site with link to your website and story	\$3,000

Total Value: \$8,380

\$2,500 Silver NOFA/Mass Sponsor Receives \$5,705 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
Logo listed on every E-blast Alert	\$1,000
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	\$ 240
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: \$5,705

\$1,500 Supporting NOFA/Mass Sponsor Receives \$3,925 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
Logo listed on every E-news Alert	\$1,000
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
Entry listing on the NOFA/Mass Sponsor Page of the web site with link to your website	\$ 1,500

Total Value: \$3,925

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 Director
662 Massachusetts Avenue, Boston, MA 02118
(617) 236-4893
bob@nofamass.org