

# NOFA/Mass 2004 Organic Food Guide Business Advertising Application

## 1. DISPLAY ADVERTISEMENT

Cost: \$ \_\_\_\_\_

- Small 3.5" x 2" space (business card, horizontal) — **\$85**
- Small 2" x 3.5" space (business card, vertical) — **\$85**
- Medium 3.5" x 4" space (vertical) — **\$140**
- Large 5" x 3.5" space (horizontal) — **\$170**
- Column 2" x 9.5" space (vertical) — **\$180**
- Half-page 7" x 4" space (horizontal) — **\$250**
- Full-page 7" x 9.5" space (vertical) — **\$550**
- Custom sizes: 2", 3.5", 5" or 7" wide x any height — **\$30/ad + \$8/sq.in.**  
(minimum size of 7 square inches)

Select the desired size of your advertisement to appear in the print version of the Guide. You are responsible for providing "camera ready" material, either as a crisp black on bright white print-out or electronically (enclose disk or e-mail graphics file to [foodguide@nofamass.org](mailto:foodguide@nofamass.org)). Assistance to refine your existing materials is available for an extra **\$25**.

## 2. LISTING INFORMATION

Cost: (included)

Name of business \_\_\_\_\_  
Street address \_\_\_\_\_  
Town, State, Zip \_\_\_\_\_  
Phone number \_\_\_\_\_  
Web site \_\_\_\_\_  
Description of business (10-20 words/100 characters) \_\_\_\_\_  
\_\_\_\_\_

This information will be published in both the print and internet versions of the Guide, organized by geographic region. A marker on the map of the state will help readers find the matching listing. The cost for the first location is included with the purchase of a display ad.

## 3. ADDITIONAL LISTINGS

Cost: \$ \_\_\_\_\_

Additional locations can be marked on the map and listed in the appropriate region. Attach the address and phone number for each location. The cost is **\$10** for each additional location.

## 4. TOTAL COST

Total: \$ \_\_\_\_\_

- NOFA/Mass member — **\$10 discount**
- Non-profit organization — **30% discount**

## 5. OTHER INFORMATION

Contact name \_\_\_\_\_  
Phone number \_\_\_\_\_  
E-mail \_\_\_\_\_  
Please send me \_\_\_\_\_ free copies of the Guide to distribute to my customers.

This contact information will not be published.

Please make check payable to NOFA/Mass and mail with this form to Organic Food Guide, c/o Jim Coate, 350 Revere Street, Winthrop, MA 02152. **All applications and ad copy must be received by March 19, 2004 in order to ensure inclusion in the guide.** Listings must be paid in full by this date. Invoices available upon request.

Questions? E-mail [foodguide@nofamass.org](mailto:foodguide@nofamass.org) or call 617-539-0906.