

NOFA/Mass 2005 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) — **\$255**
- Full-page 7" x 9.5" space (vertical) — **\$560**
- 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). 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 (legal proof *required*) — **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This contact information will not be published.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 February 4, 2005 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 or call 617-539-0906.