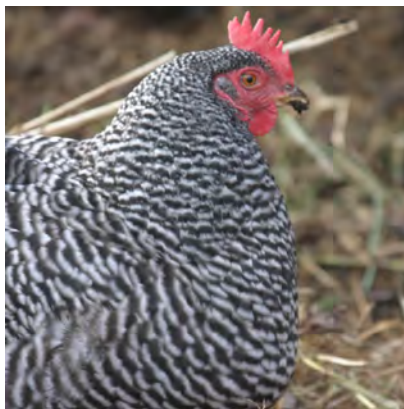


The Northeast Organic Farming Association/
Massachusetts Chapter, Inc. (NOFA/Mass)



Advertising, Sponsoring & Marketing Opportunities

2017



For more information contact Corporate Sponsorship Program Director
Heather Dinneen at (860) 671-9315 or email heather@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 and Products 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 about 50 e-blast news alerts throughout the year. We conduct two major conferences – the seven-state NOFA Summer Conference and the Massachusetts Winter Conference. We conduct dozens of educational workshops throughout Massachusetts on a variety of topics like soil health, food preservation, animal husbandry, record keeping for maintaining profitable farms and many others.

We also offer exhibit/vending space and sponsorship opportunities at our conferences. Our **Corporate Sponsorship Marketing Program** provides participants with a broad range of exposure across our entire spectrum of publications, websites, conferences and events.

In 2016, NOFA/Mass launched a series of webinars, which farm and holistic related businesses may sponsor under our new Education Sponsorships. Please feel free to inquire. We stand ready to customize your sponsorship to best meet your marketing needs while helping to underwrite the cost of these highly significant educational opportunities.

Please feel free to inquire how we can help you achieve your organization's goals. We stand ready to customize your sponsorship program to best fit and meet your needs.

For More Info

For more information on how we can help you achieve your marketing and advertising goals, contact Heather Dinneen at (860) 671-9315 or email heather@nofamass.org.

Advertising & Sponsorship Options:

- The Natural Farmer 4
- NOFA/Mass Newsletter..... 5-6
- NOFA/Mass E-Blast 7
- NOFA/Mass Organic Food and Products Guide..... 8
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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 5,600 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.

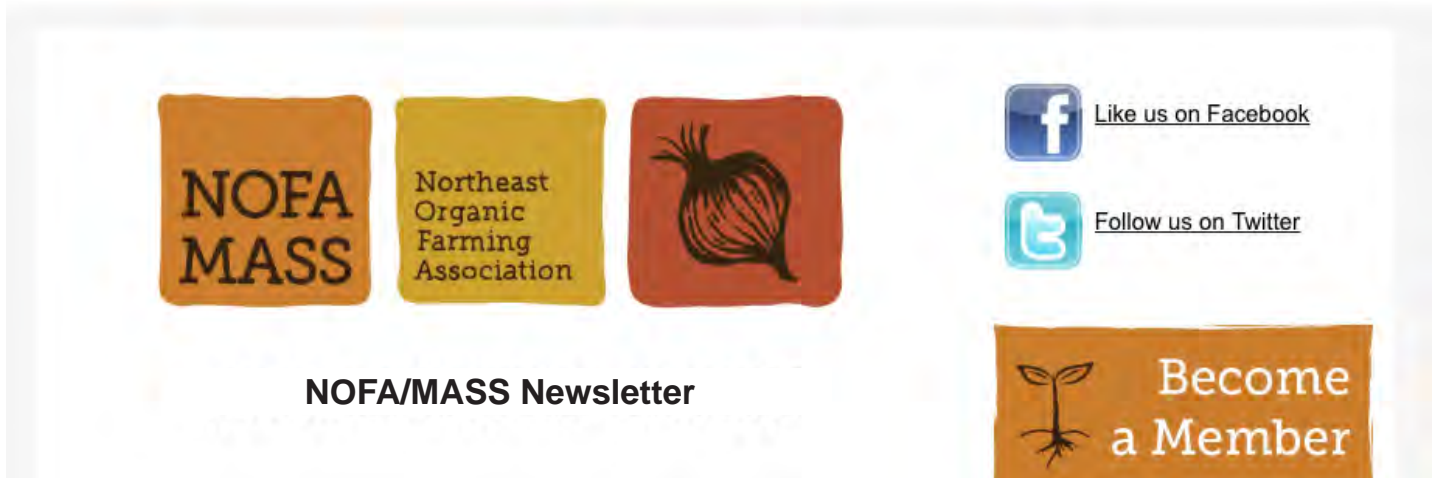
Ad/Payment Deadline	Mailing Date (actual date)	Issue Season
July 31	September 1	Fall
October 31	December 1	Winter
January 31	March 1	Spring
April 30	June 1	Summer

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

**For Ads & Sponsorships: Heather Dinneen (860) 671-9315 or tnf.ads@nofa.org
For Editorial Content: Jack Kittredge (978) 355-2853 or TNF@nofa.org**

Advertise in the NOFA/Mass Newsletter

An online publication rich with news and features about organic agriculture in Massachusetts



READERSHIP

The NOFA/Mass Newsletter is designed to provide readers the opportunity to see all the ads and news headlines with one simple click. The newsletter is contained on one page so viewers don't have to click multiple times to see the ads and the news. This eliminates marginal ad exposure that occurs when ads are placed throughout a multi-page newsletter. We're certain this provides our advertisers with the best exposure possible.

DEADLINES

The NOFA/Mass Newsletter is published 11 times a year, with a combined July-August edition. Ad/payment deadlines are the 15th of the month preceding the issue (e.g.: Ads for September issue are due August 15). The NOFA/Mass Newsletter is emailed around the 1st of each month.

RESERVING SPACE

To reserve space, please provide payment and let us know when we can expect the copy. We will design 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 ppi or higher. If you wish to run an ad, call Heather Dinneen at (860) 671-9315.

ADVERTISING RATES

Large Banner (390 pixels wide x 175 pixels tall).....	\$195
Medium Banner (390 pixels wide x 100 pixels tall)	\$125
Sidebar Medium Banner (170 pixels wide x 300 pixels tall)	\$125
Small Banner (170 pixels wide x 150 pixels tall)	\$75

For Advertisements: Heather Dinneen at (860) 671-9315 or email heather@nofamass.org
For Editorial Content: Nicole Belanger at (508) 450-2441 or nicole@nofamass.org



NOFA/Mass Newsletter - February

Dear readers,

At this moment, we draw upon the strength of our communities, of our connections with the land and each other. Farm by farm, backyard by backyard, container garden by container garden, we have much to teach to and learn from our neighbors. Let's start where we are, cultivate our grassroots, stand for our values and demonstrate the solution we know are possible. We hope you find inspiration in the stories shared this month.

Best,
Nicole Belanger
Newsletter Editor & Communication Director

Featured Stories

Beating the winter blues with winter greens (and oranges, whites, yellows, and more)

By Dan Bensonoff



TALL too often, I'll visit a farm in late fall or winter to find their high tunnels without any crops growing. Many growers don't have the time, energy, or experience to get a crop in after their main summer crop has bit the dust. But

high tunnels are simply too valuable to be unproductive for a full season or two. With good crop planning and preparation, you can grow an incredible diversity of vegetables throughout the winter and early spring.

If you want to learn more tips and tricks to enhance your farm's year-round high tunnel production, join us for an advanced seminar at Stonehill College on February 6 on organic high tunnel production featuring expert farmers Michael Kilpatrick and Andrew Mefferd.

[Read Article](#)

Winter Conference attendees react to speech by California agroecologists

By Caro Roszell



Paul and Elizabeth Kaiser of Singing Frogs Farm in Sebastapol, California, were the keynote speakers for the 30th annual NOFA/Mass Winter Conference. They came with a message - that agriculture has been one of the greatest

contributors to climate change in human history, but it is also our best hope for mitigating climate change. The Kaiser's assert that by adapting their practices to sequester more soil carbon, farmers can simultaneously improve the health of their crops, soil, and finances.

[Read Article](#)

NOFA Summer Conference keynoters announced, propose a workshop

By Jason Valcourt & Hannah Blackmer



Conferences are kind of like caffeine: you arrive sleepy but full of anticipation, and you walk away truly jazzed. Relationships are made, ideas are hatched, and on the drive home you can't stop thinking about all the places you could grow mushrooms. And it's not

just the attendees that leave feeling this way. Internally, our conference staff surf that conference energy wave all the way to August.

[Read Article](#)

Like us on Facebook

Follow us on Twitter

Become a Member

Donate to NOFA/Mass

Classifieds

Advertisement

NOFA MASS Northeast Organic Farming Association
Organic education & advocacy for farmers, gardeners, consumers, homesteaders, landscapers & beyond
nofamass.org

Advertisement

NOFA MASS Northeast Organic Farming Association
Organic education & advocacy
nofamass.org

Large Banner
390 pixels wide x 175 pixels tall

Sidebar Medium Banner
170 pixels wide x 300 pixels tall

Small Banner
170 pixels wide x 150 pixels tall

Medium Banner
390 pixels wide x 100 pixels tall

Advertisement

NOFA MASS Northeast Organic Farming Association **nofamass.org**
For everyone who cares about food, where it comes from and how it's grown

More Stories

Homestead observations: Future plans

By Sharon Gensler



Over the years, I've often dealt with the dilemma between political action and homestead life. In these times, I sometimes feel like withdrawing from the greater world. But then I think of what's at stake and I know that what I

do, joined with each of your actions, can and will affect our world in positive ways. We know that there is global climate change. We do not need to wait for more studies or policies to be proclaimed. We also know that putting carbon back into the soil is a solution. We do not need to wait for a presidential or national program to start taking action. So, let's make a commitment to do what needs to be done to foster inclusion and prosperity for all and to work to reverse climate change on our respective lands.

[Read Article](#)

A NOFA Carbon Paper Digest: translating scientific papers on soil carbon for the general public

By Jack Kittredge



For nearly a century soil organic matter (SOM) formation has been depicted primarily as a function of the preservation of biologically stable complex plant compounds. Yet it has been known that soil microbial communities are adept at decomposing

such materials, incorporating the released carbon into their microbial biomass. Due to advances in laboratory molecular analytic techniques, the role of microbes in SOM formation has been increasingly recognized. But direct evidence about the degree to which microbes are involved has been lacking. Now, a team of University of New Hampshire scientists has uncovered evidence that microbial pathways are the chief source of the organic matter found in stable soil carbon pools. They suggest that SOM is formed by residues of microbial digestion of carbon from roots and root exudates.

[Read Article](#)

Advertisement

NOFA MASS **Workshops, conferences and more for those who care about food, where it comes from and how it's grown**
nofamass.org

NOFA/Mass Workshops & Events

Dialing in Your High Tunnel for Less Work, Greater Yields, and Higher Profits

February 6 ~ North Easton, MA

Instructors: Andrew Mefferd and Michael Kilpatrick

This all-day interactive intensive, ideal for the intermediate or advanced grower, is intended to bring your management of tunnels to the next level. Whether you're grappling with questions about when and how to heat your tunnel, how to push your season extension further, which varieties are worth growing, or how to optimize crop successions for year-round production, this intensive will provide you insight and inspiration for the next growing season and beyond.

Homestead Woodlot Management

February 19 ~ Deerfield, MA

Instructor: David Cantieni

BLAST YOUR AD MESSAGE TO 6,000 through the NOFA/Mass E-BLAST

NOFA/Mass publishes dozens of Eblasts per year – sent electronically to between 5,000 and 6,000 subscribers and supporters. These E-blasts deliver specific information about events, workshops, activities, and organic news. Our subscribers are committed readers. Between 28% and 33% of our subscribers open our E-blasts. By industry standards, any open rate above 18% is considered high.

We're offering a great, fast, and easy way for you to get maximum advertising exposure through the NOFA/Mass E-blasts.

Subscribers need only open the E-blast and scroll down to see your ad. Your ad will have a live link directed to your website, meaning that the reader can learn much about your products or services.

To make sure our readers continue to receive E-blasts full of news, we're limiting the number of E-blast ads we sell. So, be sure to reserve your space in advance. To maintain aesthetic integrity of the E-blast, we're maintaining one size for the ads -- one inch tall by two and one-half inches wide (1" x 2.5").

Please create your ad at 300 dpi in JPEG format. The cost for a single placement is \$125. Buy a package of four ads, scheduled whenever you choose in different E-blasts, and get a 20 % discount, paying a total of \$400 instead of \$500. If you want us to create the ad for you, the additional cost is \$45 with one revision allowed.



Here's an example of an E-blast ad:



For more information contact Heather Dinneen at (860) 671-9315 or email heather@nofamass.org



NOFA/Mass conducts the seven-state Northeast Organic Farming Association's Summer Conference. The 2017 conference will mark the 43rd year for this event, packed with educational workshops, dynamic vendors and delicious organic and locally-grown food, served by the Hampshire College's award-winning chefs. Save the dates for this incredible event: August 11-13, 2017.

Each year, more than 1,200 people attend, many with their entire families. The conference typically features more than 200 workshops, a children's conference, an old-fashioned country fair, a farmers' market, a raffle, and live auction.

Stay tuned for details as planning unfolds: www.nofasummerconference.org

EXHIBIT/VEND. . . 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!

If you advertise in the NOFA Summer and the NOFA/Mass Winter Conference program books and pay for both at the same time, you will receive a 10% discount on the ad fees.

	B&W	Color
Full Page (4-5/8" wide x 7-1/2" tall)	\$275	\$375
Half Page (4-5/8" wide x 3-5/8" tall)	\$150	\$250
Quarter Page (2-1/8" wide x 3-5/8" tall or 4-5/8" wide by 1-3/4" tall)	\$100	\$200

SPONSOR. . . the entire NOFA Summer Conference!

\$1,000 Gold Level Sponsorship

- Full page color 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 black and white ad or half-page color 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
- Your name/logo on sponsor signage
- Recognition at the conference

Please feel free to inquire! Heather Dinneen at (860) 671-9315 or email heather@nofamass.org

The NOFA/Mass Winter Conference

Our Winter Conferences are held annually in January. In 2018, the Winter Conference will be held on January 13.



The NOFA/Mass Winter Conference offers a variety of topical workshops and about 75 vendor-exhibitors and nearly one thousand attendees.

You can learn more about the conference at: www.nofamass.org/winterconference

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

Space (includes table, chairs, and lunch for one)	\$145	Pre-approved exhibit discounts are available for income eligible non-profits and farms. Please contact Heather Dinneen: heather@nofamass.org or (860) 671-9315
Registration into Events	\$70	
Registration to day-long seminar	\$90	

ADVERTISE. . . in the Conference Program Book!

	B&W	Color
Full Page (4-5/8" wide x 7-1/2" tall)	\$225	\$315
Half Page (4-5/8" wide x 3-5/8" tall)	\$125	\$225
Quarter Page (2-1/8" wide x 3-5/8" tall or 4-5/8" wide by 1-3/4" tall)	\$75	\$125

When you advertise in the Program Book, you are eligible for your own web page in The Organic Food and Product Guide for \$80 for the year.

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

\$1,000 Gold Sponsor (only one available) \$500 Blue Ribbon Sponsor:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Full-page Color Ad + Logo and name placement in the Program Book and recognition at the conference • Two vending spaces • Two registrations to all events • Four organic lunches • Logo on the Winter Conference web page | <ul style="list-style-type: none"> • Full-page black and white or half-page color ad + Logo and name placement in the Program Book and recognition at the conference • One vending space • One registration to all events • Two organic lunches • Logo on the Winter Conference web page |
|---|---|

For more information call Heather Dinneen at (860) 671-9315 or email heather@nofamass.org



NOFA/Mass Educational Sponsorship

Providing you and your business with exposure at all our day-long workshops and webinars

NOFA/Mass strives to be at the forefront of delivering the best organic growing information possible through dozens of workshops and the most contemporary media available.

In 2017, we plan to continue our educational workshops, some of which will be day-long, all of which will be located in various parts of Massachusetts.

We also provide an exciting series of monthly webinars, something we started in 2016, to reach as broad an audience possible.

Topics will include:

- Setting a holistic goal for you and your farm
- Integrating animals into a production vegetable operation
- Trailing – no till systems on your farm
- Increasing sales and improved farmers market
- Fertility management
- Pest and disease issues
- Best practices for storage crops

We're offering sponsors the opportunity to get the best exposure possible while supporting these highly important education initiatives.

For one fee of **\$500**, your name will be announced at the beginning and end of each webinar with the tag line you choose. For example: "Black Harvest Soil Amendments: delivering the best quality possible for your growing needs."

Your logo will be placed on any appropriate web pages used to promote the webinars.

Your name and logo will be placed on any educational material that NOFA/Mass produces to support the workshops and the webinars.

For more information call Heather Dinneen at (860) 671-9315 or email heather@nofamass.org



NOFA/Mass Sprouting Sponsorship



Some small businesses, farms, and organizations have expressed an interest in becoming sponsors and receiving important marketing exposure but are not yet financially ready to become full NOFA/Mass Corporate Sponsors.

Our **Sprouting Sponsorship** is offered at the reduced cost of \$1,000 a year and is primarily focused on supporting your business through advertising, vending, and conference registrations.

As a Sprouting Sponsor, the name of your business, linked to your website, will appear on every page of our website (over 100 pages), on our Corporate, Summer and Winter conference pages.

As your business grows over time, you can expand your exposure and benefits through our NOFA/Mass Corporate Sponsorship Program to include your name and logo on NOFA/Mass eblast alerts, which are emailed to upwards of 6,000 several times a month.

For more information call Heather Dinneen at (860) 671-9315 or email heather@nofamass.org



NOFA/Mass Corporate Marketing & Sponsorship Program

www.nofamass.org

Call Heather Dinneen (860) 671-9315 or email heather@nofamass.org for more info.

Corporate Sponsors receive a vast array of exposure along with added benefits that cannot be purchased outside this program. Think of it as bundled services. Each sponsor may spend up to the level of the sponsorship chosen -- \$1,500, \$2,500, \$5,000, \$10,000 – by choosing ads in our publications and vending spaces and registrations at our conferences. But in addition, every sponsor receives vast exposure with logo and name placements on our websites and in our e-blasts just for being a sponsor.

We will work with you to structure your sponsorship in a way that maximizes the benefits. You will be able to place ads in our Newsletter, our E-blasts, in The Natural Farmer, in our Summer and Winter Conference Program Books. You will also be able to buy vending space at either of the main conferences. Some sponsors choose to buy workshop registrations at the conferences, enabling them to offer these wonderful educational opportunities to their employees or others. We've just recently added another choice. You may designate a portion of your sponsorship dollars as a donation for a specific educational or advocacy program.

The Corporate Sponsorship Program is a win-win. You can spend every penny of the level you choose and we offer incredible benefits providing you with marketing exposure across all our media channels. If you reach the spending limit, you can always add on additional benefits at their associated costs.

The higher the level you choose, the larger your ads and the higher your visibility on our website pages and our various publicity listings.

ENORMOUS VISIBILITY:

Your name and web link will appear on every page of our website, viewed by thousands.

Your logo, linked to your website, will appear:

- On nearly 50 E-blasts sent to thousands throughout the year
- On the Corporate, Summer and Winter Conference Sponsor Pages
- On the on line Organic Food Guide

Other visibility may include:

- Advertising in the NOFA/Mass Newsletter (11 editions)
- Advertising in The Natural Farmer (5,600 paid subscribers)
- Advertising in the Summer and Winter Conference Program Books
- Continuous web presence on every web page with a live link to your website

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



Our Mission:

Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.

Our Vision:

NOFA/Mass envisions a commonwealth of people working together to create healthy landscapes that feed our communities and restore our environment.

• • •

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:

Heather Dinneen
NOFA/Mass Corporate Sponsorship Program Director
(860) 671-9315
heather@nofamass.org