2012 • 2013 Food & Farm GUIDE

Advertising Deadline: September 21, 2012

Advertising Rates

Book size: 8.25"W x 10.75"H

Full Page (7.25"W x 9.75"H)
Color* __Nonmember Rate, $650 __Member Rate, $585
B&W __Nonmember Rate, $525 __Member Rate, $532.50

Half Page Vertical (3.5"W x 9.75"H)
Color* __Nonmember Rate, $400 __Member Rate, $360
B&W __Nonmember Rate, $325 __Member Rate, $292.50

Half Page Horizontal (7.25"W x 4.75"H)
Color* __Nonmember Rate, $400 __Member Rate, $360
B&W __Nonmember Rate, $325 __Member Rate, $292.50

Quarter Page (3.5"W x 4.75"H)
Color* __Nonmember Rate, $250 __Member Rate, $225
B&W __Nonmember Rate, $200 __Member Rate, $180

Eighth Page (3.5"W x 2.25"H)
Color* __Nonmember Rate, $100 __Member Rate, $90
B&W __Nonmember Rate, $75 __Member Rate, $67.50

* Color ad spaces are limited and will be granted on a first-come, first-served basis.

PAYMENT

Total Enclosed: $_____

Check payable to: NOFA-NJ

Mail to: NOFA-NJ, 334 River Road, Hillsborough, NJ 08844

Yes, I wish to receive extra copies of the guide for my customers. Please set aside _____copies (up to 100).

Advertising Benefits

- Circulation to 25,000 farms, businesses and individuals in New Jersey
- Guide is kept by people in your key markets throughout the year
- Online version of the guide will appear on our website for one year
- Member discount: 10%

Member _____ Non-Member _____

Business Name (if applicable) _____

Contact Person _____

Phone _____ E-Mail _____

Advertising Specifications →

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All ads must be sized according to the specific dimensions of our publication (see sizes, opposite side). Ads created for other publications WILL NOT FIT.

Accepted File Formats
PDF, JPG, EPS, Quark
(Note: Distill PDFs for high-resolution printing)

Unaccepted Files
Publisher, Powerpoint, Word files with embedded art

Color Ad Specs
Save artwork at 300 dpi minimum
Color mode: CMYK

Grayscale Ads
Save artwork at 300 dpi minimum
Color mode: Grayscale

File Submission
Send to Robin Patric
E-mail: rpatric@comcast.net
Regular Mail: send disk to Robin Patric, 204 South Branch Drive, Whitehouse Station, NJ 08889

Got Questions?
Contact Alison Romano
aromano@nofanj.org
(908) 371-1111, x6

Need Design Help?
Contact Robin Patric
rpatric@comcast.net
(908) 823-9001