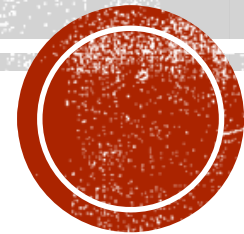


CT NOFA'S

2017 FARM AND FOOD GUIDE & WEBSITE ADVERTISING

**SPONSORSHIP OPPORTUNITIES &
AD RATES for Print, Web and eNews**

Northeast Organic Farming Association of Connecticut



ctnofa

Local and Organic Since 1982

THE CONNECTICUT GUIDE FOR EVERYTHING LOCAL & ORGANIC



[Click Here for
Digital Copy
of the Guide](#)

Our annual Farm & Food Guide printed publication reaches an audience of 12,500 enthusiastic consumers across Connecticut and surrounding regions who are passionate about local and organic food, beverages, organic gardening, organic land care and sustainable living.

Each March, CT NOFA's Farm & Food Guide is published to coincide with our Winter Conference and distributed to over 800 conference attendees. The guide is also directly mailed to over 800 of our CT NOFA members, posted on our website all year long in digital form, as well as circulated statewide at farmer's markets, farm stands, natural & organic food and retail markets, and throughout our network of farmers, foodies, gardeners, landscapers, advocates and business owners. Your color ad will be seen by thousands and have maximum exposure.

**A great opportunity to reach a
highly targeted audience of conscious consumers!**

FARM & FOOD GUIDE SPONSORS

UNDERWRITING SPONSOR \$15,000

2017 Farm & Food Guide:

- Personal thank you article
- Premier back cover full page color ad
- Full page article with logo (your topic)

Web and eNews:

- Premier ads on CT NOFA website and Gleanings e-News through December 31, 2017
- Promote up to 3 of your events or programs in our Gleanings e-News

At 2017 Winter Conference (March 2017)

- Full page ad in 2017 Winter Conference program
- Live and digital slideshow recognition at keynote address
- Prime location exhibitor table with your display signage
- 6 transferable conference tickets with lunch
- Item/flyer stuffer in swag bag

Membership: 2 year CT NOFA business membership

FARM & FOOD GUIDE SPONSORSHIP (CONT)

PUBLISHING SPONSOR \$10,000

2017 Farm & Food Guide:

- Personal thank you mention
- Interior cover full page color ad
- Half page article with logo (your topic)

Web and eNews:

- Logo on CT NOFA website and Gleanings e-News through December 31, 2017
- Promote up to one of your events or programs in our Gleanings e-News

At 2017 Winter Conference (March 2017)

- Half page ad in 2017 Winter Conference program
- Live and digital slideshow recognition at keynote address
- Exhibitor table
- 4 transferable conference tickets with lunch
- Item/flyer stuffer in swag bag

Membership: 2 year CT NOFA business membership

FARM & FOOD GUIDE SPONSORSHIP (CONT)

PRINT SPONSOR \$5,000

2017 Farm & Food Guide:

- Personal thank you mention
- Full page interior color ad

Web and eNews:

- Logo on CT NOFA website and Gleanings e-News through December 31, 2017

At 2017 Winter Conference (March 2017)

- Half page ad in 2017 Winter Conference program
- Live and digital slideshow recognition at keynote address
- Exhibitor table
- 4 transferable conference tickets with lunch

Membership: 1 year CT NOFA business membership

PRINT ADVERTISING RATES

Business members enjoy discounted rates for advertising in the Farm & Food Guide, AND two business listings by county and by category (including farm businesses). All advertisements are in color. See page 2 for circulation and distribution information.

RESERVE YOUR AD: Click Here [ONLINE AD ORDER FORM](#). Sign up as a new business member or renew your membership directly on the online form to get your member discount.

Ad Submission Policy: Artwork deadline is 1/15/17. Please send a color PDF or 300+ dpi JPG with a border is preferred. Ads requiring editing (e.g. formatting, typesetting or resizing) incurs a \$50/hour fee.

FULL PAGE (7 x 9.5)	Rate / Member Rate
Vertical	\$600 / \$550
▪ Inside Covers (if available)	\$800 / \$750
▪ Back Cover (if available)	\$1,000 / \$950
HALF PAGE (7 x 4.5)	\$400 / \$350
QUARTER PAGE (3.25 x 4.5)	\$300 / \$250
BUSINESS CARD (3.23 x 2) – Horizontal	\$250 / \$200

WEB ADVERTISING RATES

CT NOFA maintains the following 4 sites which are actively visited year round by the organic, local, land care communities and consumers as a resource about our mission, our members and all of our programs, events and news:

ctnofa.org

- Sidebar premium (150 x 180 pixels, 300dpi)
- Sidebar near top (150 x 180 pixels, 300dpi)

Rates

\$200/mo \$2,200/yr
\$150/mo \$1,650/yr

CT NOFA Blog

- Sidebar (150 x 180 pixels, 300dpi)

\$75/mo \$800/yr

organiclandcare.net

- Top center banner (530 x 75, 300dpi)
- Sidebar premium (150 x 180 pixels, 300dpi)
- Sidebar near top (150 x 180 pixels, 300dpi)

\$150/mo \$1,500/yr
\$100/mo \$1,000/yr
\$75/mo \$800/yr

Organic Land Care Blog

- Sidebar (150 x 180 pixels, 300dpi)

\$75/mo \$800/yr

Our websites are viewed daily by consumers and professionals alike!

E-NEWS ADVERTISING RATES

Gleanings eNewsletter

Every month our Gleanings eNewsletter reaches a highly targeted audience of over 5,000 organic enthusiasts.

Our loyal subscribers include farmers, organic land care professionals, gardeners and garden clubs, and consumers interested in organic, local and sustainable food products and services.

- Sponsor profile (Q&A)* with Sidebar ad (530 x 74 pixels, 300dpi) \$750/mo
*Also shared on our blog and social media
- Sidebar premium (150 x 180 pixels, 300dpi) \$150/mo \$1,650/yr
- Sidebar near top (150 x 150 pixels, 300dpi) \$100/mo \$1,100/yr

**Our Gleanings eNews will expose
your business and services to motivated buyers!**

PLACE YOUR AD OR SPONSORSHIP



To reserve your ad in the 2017 Farm & Food Guide, please click here and go to our [ONLINE AD ORDER FORM](#).

Or please call 203-308-2584 or email jeremy@ctnofa.org to reserve your sponsorship, or to place your ad in the guide, on our website(s) and in our Gleanings eNews.

Questions please call
Barb Scala at 203-521-1129 or
email at barb@ctnofa.org.

The Northeast Organic Farming Association of Connecticut (CT NOFA)
A growing community of organic farmers, gardeners, land care professionals, businesses and consumers

CT NOFA, 126 Derby Avenue, Derby, CT 06418 • 203-308-2584 • ctnofa.org • organiclandcare.net