



The Natural Farmer

A Publication of the Northeast Organic Farming Association (NOFA)

Advertise in or Sponsor *The Natural Farmer*

Readership:

The **Natural Farmer** has 5000 paid subscribers, mostly in the northeastern U.S.

Sponsors:

We will thank individuals or organizations wishing to sponsor **The Natural Farmer** in a special area on page 3 of each issue, and feature the sponsor's logo in black and white (\$300/year) or color (\$400/year).

Website Ads:

Our website (www.TheNaturalFarmer.org) displays banner ads on the home page for \$300 per year. They should be 6 3/4 inch wide and 2 1/4 inch tall.

Print Ads:

We accept ads in black and white, or in color. We prefer electronic copy (.pdf or .jpg) 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.

Ad/Payment Deadline	Focus of Supplement	Mailing Date	Issue
Apr 30, '20	Invasives	Jun 1	(Summer issue - #125)
Jul 31, '20	Food as Medicine	Sep 1	(Fall issue - #126)
Oct 31, '20	Who Owns Science?	Dec 1	Winter issue - #127)

Frequency Discount:

We give a 25% discount for year-round print 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 the issues in advance, upon reserving the space.

Rates:

B&W Color

Full page (15" tall by 10" wide)	\$450	\$600
Half page (7 1/2" tall by 10" wide)	\$230	\$310
One-third page (7 1/2" tall by 6 1/2" wide)	\$160	\$210
One-quarter page (7 1/2" tall by 4 7/8" wide)	\$120	\$160
One-sixth page (7 1/2" tall by 3 1/8" wide, or 3 3/4" tall by 6 1/2" wide)	\$80	\$110
Business card size (1 1/2" tall by 3 1/8" wide)	\$20	\$25

We will typeset your ad for an additional \$45 (which includes one revision -- additional ones are \$10 each). Contact ad rep (phone and Email below) for details.

Deadlines and Payment

The Natural Farmer is published quarterly. Deadlines for copy and payment for ads is one month prior to mailing.

Please make your check out to "NOFA" and send to the address below.

Next Issue:

Summer 2020

Includes Special Supplement on

Invasives

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

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