

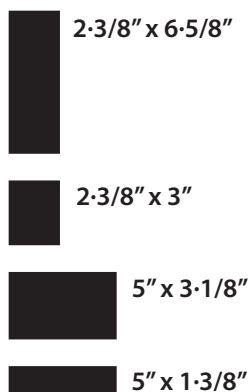


People's Food Co-op

Community-Owned Natural Foods Grocery

216 N. Fourth Ave • Ann Arbor, MI • 48104
(734) 994-4589 • www.peoplesfood.coop
education@peoplesfood.coop

AD DIMENSIONS PREVIEW



AD CHECKLIST

- ☐ Does the ad have visible borders? *We may add borders if none are present.*
- ☐ Does the ad fit the specified dimensions? *We may adjust ads to fit our layout.*
- ☐ Are all fonts and graphics included?
- ☐ Is the ad in one of the specified file formats? *We prefer vector based art or PDFs.*
- ☐ If submitting via email is the file in a compressed archive?
- ☐ If submitting on disk (CD or 3.5 floppy) is the disk labelled?

2008 Ad Rates for Connection

Ad Guidelines

OVERVIEW

The *Connection* is a tabloid-format newsletter published six times per year. It has a circulation of 4800 as of November, 2007; 4100 of those newsletters circulated go to households of People's Food Co-op members while the remaining 200 are available for free at the PFC store or through miscellaneous distributions. The newsletter is online at peoplesfood.coop/newsletter.html

BILLING TERMS

Payment is due by issue due date or in advance for year contract rate. There is a 10% discount for non-profit organizations. See below for ad rates and production scheduling.

We reserve the right to reject advertising for any reason. Please contact our Editor for more information.

"UNCLASSIFIED" ADS

Text-only ads run on the back page, and cost 15 cents per word for PFC members & 20 cents per word for non-members. Phone numbers,

Web and e-mail addresses count as one word. Please e-mail text to ads@peoplesfood.coop

DISPLAY AD SUBMISSION

Camera-ready ads are welcome. Ads on CD, or submitted via email in compressed archives (.sit or .zip) are preferred. If submitting electronically we prefer PDFs and vector based art (EPS) but will accept bitmap art (TIFF, Photoshop EPS, JPG) as well.

If submitting your ad as vector art please make sure to include all fonts and linked graphics used. We also accept InDesign and PageMaker ads but please preflight and package the ad to include all fonts and graphics.

Please submit emailed ads to ads@peoplesfood.coop

PAYMENT

Make checks payable to PFC and give to the staff in Outreach and Education. Or, send your check to: 216 N. Fourth Ave, Ann Arbor, MI, 48103

AD RATES & SIZES*					
DISPLAY AD SIZES (width x height in inches)	SINGLE COST 1 ISSUE		CONTRACT COST 2-3 ISSUES **		ONE YEAR COST 6 ISSUES ***
<i>Payment Options</i>	<i>Regular Price</i>		<i>Regular Price</i>		<i>Advance Pay Only</i>
2-3/8" x 6-5/8"	\$75		\$70		\$348 (\$58/ad)
2-3/8" x 3"	\$50		\$46		\$234 (\$39/ad)
5" x 3-1/8"	\$75		\$70		\$348 (\$58/ad)
5" x 1-3/8"	\$50		\$46		\$234 (\$39/ad)

** prices for Contract Cost are for each issue

*** prices for One Year Cost are for total advance payment only

PRODUCTION SCHEDULE		
ISSUE	AD DUE DATE month/day	MEMBERS RECEIVE NEWSLETTER BY* month/day
Winter	12/13**	1/9
Election	2/23	4/16
Spring	4/27	5/14
Summer	6/15	7/13
Fall	7/27	8/22
Holiday	10/12	11/7

*received by dates are approximate

**ad is due December of the preceding year

* advertising in the *Connection* is not offered to our competitors