The Maine Organic Farmer & Gardener

36th ANNUAL

COMMON GROUND COUNTRY FAIR ISSUE

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Please reserve the following display ad space in the Fair Issue of *The MOF&G.*

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COLOR: Available on certain pages: **Spot color** add $50 per color. **Process color** add $200. See formatting details below.

CIRCULATION: 60,000 fairgoers, all regular *MOF&G* subscribers and MOFGA members, plus newsstands, natural food shops and bookstores.

ADVERTISING DEADLINES: **July 13, 2012** *(non-camera-ready)*
July 20, 2012 *(camera-ready)*

☞ **FORMATS:** ELECTRONIC: **Submit ads via e-mail, web link or CD** as Macintosh-compatible tiff files, eps files, pdf files or QuarkXPress files. Include all images. For 4-color ads, convert all colors to CMYK, but make sure that black type is truly black and not RGB color or a composite of four colors. For spot color, specify the color but convert it to cyan blue on your file. For black and white ads, convert the file to grayscale or black and white. If possible, check this using Adobe Acrobat's Output Preview. Remember to embed fonts in PDF files. Formats saved in earlier versions than the latest upgrade are preferred. Please contact us if you have any questions.

☞ **PAPER:** Ads submitted on paper will be scanned, which affects quality. Ads with color images, gray areas (screens), or photos (halftones) can be scanned, but please submit sharp, high-resolution images on white paper or original, sharp photos. Faxes are not accepted. Please contact us if you have any questions.

☞ DO NOT EMAIL **WORD, Excel, Publisher or other formats. They are NOT accepted unless printed on paper and mailed for scanning** (see above). **Low-resolution GIF files via e-mail will not be accepted.**

EXTRA FEES: $25 per ad charged for ad design, typesetting, or scanning ads submitted on paper.

PROOFS: Available only if copy received by July 9th. Enclose SASE.

PAYMENT: **All accounts payable within 30 days of publication.**

☐ Ad enclosed ☐ Payment enclosed (Amount: $ _____)

_____
Advertiser Date

_____
Address Phone Email

_____
Signature

Return to: Janice Clark, MOFGA, P.O. Box 170, Unity, Maine 04988 • 207-568-4142 • <jclark@mofga.org>

MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION

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