The Maine Organic Farmer & Gardener

The Maine Organic Farmer & Gardener (MOF&G) is published 4 times per year (**March 1**, **June 1**, **September 1** [Fairbook], **December 1**) — by the Maine Organic Farmers and Gardeners Association as part of its educational mission. *The MOF&G* features agricultural and environmental themes; articles tailored to farmers and gardeners; information on conservation, public policy and nutrition; and MOFGA news. Subscription and retail distribution in New England and across the country.

ADVERTISING RATES

	QUARTERLY EDITION (March 1, June 1, December 1)	FAIR EDITION (September 1)
Full Page	$375	$1,125
1/2 Page	190	690
1/4 Page Tall (specify)	125	410
1/4 Page Wide (specify)	125	410
1/8 Page Tall (specify)	75	225
1/8 Page Wide (specify)	75	225
1/22 Page (1 col. x 2")	35	125

COLOR: Four-color (CMYK process color) – add $200. See formatting details below.

CIRCULATION: 10,000 Quarterly edition (March, June, December); 60,000 Fair edition (September)

DEADLINES: QUARTERLY EDITION – Four weeks prior to publication (see dates above.)
FAIRBOOK EDITION – July 12 (non-camera-ready ads) or July 19 (camera-ready ads).

DISCOUNTS: 10% – Advertising in all four quarterly issues. Additional 5% – Payment for four-issue contract is received in advance.

OTHER DISCOUNTS: 5% – MOFGA Business Member 25% – MOFGA-Certified Organic Grower

All accounts payable within 30 days of publication.

☞ **FORMATS: Electronic:** Submit ads via CD or e-mail as Macintosh-compatible tiff files, eps files, pdf files, QuarkXPress, Photoshop or Illustrator files. Include images. For 4-color ads, convert RGB colors to CMYK, making sure that black type is truly black and not a composite of four colors. For black and white ads, convert all colors to grayscale or 100% black. Remember to embed fonts in PDF files. **Questions? Please contact us.**

☞ **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.

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

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

PROOFS: Available only if copy received by the deadline (see dates above). Enclose SASE or contact info.

CLASSIFIEDS: Members: One free ad per issue; **Non-members:** 20¢ per word, $4.00 min. Mail your classified ad to the MOFGA office or email it to mofga@mofga.org or call 207-568-4142.

MAINE ORGANIC FARMERS AND GARDENERS ASSOCIATION

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