

THE ORGANIC & NON-GMO REPORT

2008 ADVERTISING RATES

The *Organic & Non-GMO Report* is an excellent, cost-effective way to connect with potential buyers. *The Organic & Non-GMO Report* reaches a highly targeted market of 4000 companies and individuals, who are buying or selling non-genetically modified products. Readership includes seed companies, farmers, grain suppliers and handlers, ingredient and food manufacturers, and retailers.

The Organic & Non-GMO Report reaches readers in North and South America, Europe, Asia, the Middle East, and Australia/New Zealand. *The Organic & Non-GMO Report* is distributed at many grain and food tradeshow and conferences, including Natural Products Expos East and West, FMI "All Things Organic," BioFach World Organic Trade Fair, IFT Food Expo, Midwest Specialty Grains Conference, Organic Expo Canada, and others.

2008 Advertising Rates*

AD SIZE	1X	2X	4X	6X	10X
Full page	\$ 1350	\$ 1300	\$ 1250	\$ 1175	\$ 1125
1/2 page horizontal	\$ 765	\$ 725	\$ 695	\$ 665	\$ 620
1/2 page vertical	\$ 765	\$ 725	\$ 695	\$ 665	\$ 620
1/4 page	\$ 440	\$ 420	\$ 395	\$ 375	\$ 340
1/8 page	\$ 265	\$ 245	\$ 225	\$ 210	\$ 195
1/16 page	\$ 170	\$ 140	\$ 130	\$ 120	\$ 105

*Rates are per month charge

Publishing Frequency

10 issues per year (July/August and December/January combined)

Mechanical Requirements

AD SIZE	WIDTH	DEPTH
Full page	8.167 inches	10.361 inches
1/2 page horizontal	8.167 inches	5.167 inches
1/2 page vertical	4 inches	10.361 inches
1/4 page	4 inches	5.167 inches
1/8 page	4 inches	2.5 inches
1/16 page	1.91 inches	2.5 inches

- Preferred format is press optimized PDF file with fonts embedded.
- Display ads can also be in Freehand, QuarkXpress, or Adobe Illustrator formats for the Macintosh. Send font and appended photo, if any, with ads. For Freehand and Illustrator files, convert all text to paths. For QuarkXpress files use only postscript fonts.
- 150 line per inch, 300 dots per inch.
- Files can be compressed and emailed or sent on HD disk or Zip.
- Cost to typeset unformatted ads is \$25.

Get reimbursed for 50% of ad cost

Small US-based companies and agricultural cooperative may be eligible to be reimbursed for 50% of ad cost through the State Regional Trade Groups (SRTG) Branded Program. For more information contact the SRTG in your region: MIATCO (Midwest), 312-944-7777; WUSATA (West) 360-693-3373; SUSTA (Southeast), 504-568-5986; Food Export USA (Northeast), 215-829-9111.

Advertising Deadline

Advertising material must be received by the 10th of the month prior to the issue date.

Reserve your space today

Call 1-800-854-0586 (U.S. and Canada), +1-641-472-1491, or email ken@non-gmoreport.com.