

menomonie market food co-op

The MORSEL

1/3 PAGE SIZE:

VERTICAL

2.367 x 9.75 inches

Rate:

\$97 non-member

\$50 member-owner

2012 Newsletter Advertising Sizes and Rates

There are 6 different ad sizes available. Camera ready ads must be designed to fit these size parameters. We prefer .pdf formats and also accept Word, jpeg, eps and CD-R formats. If you need assistance with layout we provide this service for a \$15 fee.

Advertising Questions? Contact Tanya Young, Membership & Marketing Manager, Menomonie Market Food Co-op, 521 E 2nd Street, Menomonie, WI 54751 (715) 231-3663, tanya@mmfc.coop.

1/3 PAGE SIZE: HORIZONTAL

4.933 x 4.875 inches

Rate:

\$97 non-member

\$50 member-owner

BUSINESS CARD SIZE

3.688 x 2 inches

Rate:

\$38 non-member

\$20 member-owner

the
MORSEL
2012

1/6 PAGE SIZE:

VERTICAL

2.367 x 4.875 inches

Rate:

\$57 non-member

\$30 member-owner

1/6 PAGE SIZE: HORIZONTAL

4.933 x 2.367 inches

Rate:

\$57 non-member

\$30 member-owner

1/2 PAGE SIZE

7.5 x 4.875 inches

Rate:

\$125 non-member

\$65 member-owner

The MORSEL menomonie market food co-op 2012 AD SUBMISSION FORM

NAME: _____ EMAIL: _____

ADDRESS: _____ FOR ISSUE(S)**: Winter Spring Summer Fall

MEMBER? (Y/N) No. _____ PHONE: _____ TODAY'S DATE: _____

..... PLEASE CIRCLE ALL THAT APPLIES FROM 3 SECTIONS.....

<u>1. CIRCLE AD SIZE AND PRICE:</u>	<u>MEMBER</u>	<u>NON-MEMBER</u>	<u>2. SUBMISSION METHOD</u>
BUSINESS CARD	20.00	38.00	EMAIL
1/6 PAGE HORIZ.	30.00	57.00	CD/MEMORY STICK
1/6 PAGE VERT.	30.00	57.00	MMFC DESIGN
1/3 PAGE - 1 VERT. COL.	50.00	97.00	<u>3. PAYMENT METHOD</u>
1/3 PAGE - HALF OF TWO VERT. COL.	50.00	97.00	CASH CHECK
1/2 PAGE - 1/2 OF THREE VERT. COL.	65.00	125.00	CREDIT CARD EXP. _____
			NO. _____

SUBMIT THIS FORM AND PAYMENT. IF PAYMENT IS NOT MADE BY THE SUBMISSION DEADLINE, YOUR AD WILL NOT RUN. MENOMONIE MARKET ATTN: TANYA 521 2ND ST. E, MENOMONIE, WI 54751, (715) 231-3663, TANYA@MMFC.COOP.

****WINTER (DECEMBER-FEBRUARY), SPRING (MARCH-MAY), SUMMER (JUNE-AUGUST), FALL (SEPTEMBER-NOVEMBER)**

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A QUARTERLY PUBLICATION

2012 ADVERTISING DETAILS & DEADLINES

MORSEL READERS have a genuine interest in health, food, recreation, buying local, and the community. This publication has proved to be an affordable and effective way to reach an amazing group of people!

CIRCULATION of The Morsel is approximately 1,500 newsletters per issue. Approximately 700 are mailed directly to members of the Menomonie Market Food Co-op.

ONLINE readership is increasing. We get hundreds of hits per month for viewing and downloading The Morsel from www.mmfc.coop.

AD SPACE is available in 6 sizes (see attached). There is limited availability for each size, so space is allocated on a first come basis.

AD DESIGN SERVICE is available for an additional fee of \$15/ad. Please contact Tanya at least one week prior to the deadline if you'd like your ad designed.

PAYMENT for ads must be received on or before the deadline for the issue you want it to appear in. Invoices are not sent out.

5% DISCOUNTS are given to advertisers who pre-pay for all 4 Morsel issues in 2012. The payment must be received by November 16, 2011 to be eligible for the discount.

MEMBER AD RATES are approx. 50% off the regular rate. Not a member? Invest today as an individual or business and receive the member rates immediately.

DIGITAL FILES are preferred. InDesign, Illustrator, Acrobat (pdf, jpeg, eps). 300dpi resolution. Accepted media include email, CD, and memory stick.

COLOR The Morsel is printed booklet style on 80lb white glossy paper in black & white. Ads may be viewed in full color on the online version.

2012 SUBMISSION DEADLINES

WINTER (DEC-FEB)	11/16/11
SPRING (MAR-MAY)	02/15/12
SUMMER (JUN-AUG)	05/16/12
FALL (SEP-NOV)	08/15/12

• • *mark your calendars!* • •