



Rutabaga Rap

2010 Advertising Rates & Information

Production Schedule & Deadlines

Issue	Publication Date	Space Reservation Deadline
#2	February 1	January 10
#3	April 1	March 10
#4	June 1	May 10
#5	August 1	July 10
#6	October 1	September 10
#1	December 1	November 10

Ad copy due no later than the 15th (2 weeks prior to publication date).

Advertising Policy

The Rutabaga Rap reserves the right to edit, revise or reject any advertising for any reason. Ads are run, space permitting, on a first-come-first-serve basis. Acceptance of an ad does not imply endorsement of a product or service. We are not responsible for typographical errors in advertisements, but advertisers demonstrably monetarily damaged by an error of ours will receive a reduction. Publication dates are subject to change without notice. We will not charge for any ad run too late for an announced event. Shareholder ads will indicate "A Shareholder Owned Business".

Submissions: To place an ad, submit an **Insertion Order** form (available on our website and at Customer Service desk) and **full color, camera-ready ad copy*** by the **10th of the month prior to publication.** (See schedule above.) Ads will appear in grayscale for print and in color online. Any changes requested after the 15th cannot be guaranteed. If a holiday or weekend, the next business day. ***Acceptable ad copy formats** are: JPEG, or TIFF in high resolution - 300 dpi. (Sorry, no MS Word., or an extra fee will be charged for redesign and reformatting.)

Payment terms. Extra 5% discount for one-year contracts paid in advance. Advance payment is required with first-time advertisers. Payment is otherwise due at time of publication (or within 10 days upon receipt of invoice). A **\$15 late charge may be imposed on accounts 30 days or more past due. Accounts 60 days or more in arrears will be suspended until payment in full is received.** (Revised December 2009)

Ad Rates

Prices are per issue (as of January 1, 2010)

Display Advertising:

- Business Card size ad (2" x 3 1/2" vertical or horizontal).....\$25
 - 1/6 Vertical only (2 3/8" x 4 5/8").....\$45
 - 3/16 Square (3 5/8" x 3 5/8").....\$50
 - 1/4 Horizontal only (7 1/2" x 2 1/2")....\$75
Add \$50 for add'l 3/4 page Advertorial
 - 1x set-up fee (camera ready copy)....\$15
 - 1x set-up fee (we design copy).....\$30/hr
- Shareholders receive 20% discount.**

Classified Ads (up to 50 words):

- Shareholder.....no charge
- Non-shareholder.....\$8



Important:

*** Your creative ad copy should be COLOR, camera-ready in either .JPG or .TIF digital format. High resolution (300 dpi or better) is needed for best quality reproduction. Exact size dimensions are provided above.**

About Us

The Rutabaga Rap is the bi-monthly newsletter of Abundance Cooperative Market, Rochester's only cooperatively owned natural grocer, with nearly 1,400 shareholders. The newsletter is published in print on sustainably farmed Eucalyptus paper in 8.5" X 11" booklet format with circulation of approximately 850 copies per issue. It is available to view and download online. Our website averaged 2,000 views per month during 2009, with an average of 160 unique views per day. Visit our website at www.abundance.coop.



2010 Advertising Insertion Order

BILLING INFORMATION (REQUIRED)

Advertiser Name:			
Contact Name:		Contact Phone:	
Billing Address:		Fax:	
City, State, Zip:		E-mail:	
We try to reduce paper whenever possible. Would you like to receive your advertising invoices via e-mail at the above address? Yes No			

Please indicate source of copy:

(check all that apply)

Ad copy sent herewith

Format:

E-mail copy date _____

.JPEG

.TIFF

Color

B & W

Ad copy on file

Requesting ad design (\$30 cost includes 1x set-up fee)

Please complete customer billing information above. Indicate desired dates/issue number(s), details for each ad with total price, and sign below. Submit (via mail, in person or fax) by the deadline, now the **10th** of the month prior to the Publication Date. **Advance payment is appreciated.** Make check payable to "Abundance Co-op Market". *Thank you.* (Please see our full Ad Policy on reverse side.)

INSERTION INFORMATION

Issue (Please Check)	Scheduled Publication Dates	Ad Size/Description	Base Cost	Other +/-	Total Cost
#2 ✓	2/1/10 February/March 2010				
#3	4/1/10 April/May 2010				
#4	6/1/10 June/July 2010				
#5	8/1/10 August/Sept. 2010				
#6	10/1/10 October/Nov. 2010				
#1	12/1/10 Dec.2010/Jan.2011				
	Total :				\$ _____

FREE TO SHAREHOLDERS

Classified Copy here: (Please write legibly and continue on reverse side if needed.)

I/we acknowledge and agree to the Advertising & Advertorial Policy of *The Rutabaga Rap.*

Advertiser: **X** _____
(signature)

Date: _____ Are you a Shareholder? Yes / No

Received by: _____ Date: _____

Confirmed : _____ Paid: _____ Date: _____

Rutabaga Rap

New Ad Sizes & Rates

Sizes shown are actual.

Rates indicated are for non-shareholders and shareholders, respectively.

Refer to Rate Sheet for details and instructions.

* All advertorials are subject to our Editorial Policy.

3.5" x 2"
(approx. Bus. Card)
\$25 / \$20

New Size Option!
3/16 Page Square
3 5/8" x 3 5/8"

\$45 / \$36

New Size Option!
1/6 Page
Vertical only
2.5" x 5"

\$45 / \$36

New
"Advertorial" Option
available with 1/4 page ads: Advertise your product or service with an editorial article, approx. 450 words (425 with extra image). Article* will comprise three-quarters of page, plus your 1/4 page ad, equals one full page of exposure. Total Cost \$125

New size Option:
1/4 Page
7.5" x 2.5" Horizontal only
\$75 / \$36

(1/4 page ads may upgrade to full page w/ Advertorial for add'l \$50)



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Production Schedule & Editorial Policy

Production Schedule & Article Deadlines

Issue	Publication Date	Copy Deadline
#2	February 1	January 15
#3	April 1	March 15
#4	June 1	May 15
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Editorial Policy

The Rutabaga Rap shares the same goals of Abundance Cooperative Market, supporting the organization's objective of bringing benefit to our community by: 1.) providing safe, healthful and nutritious food and other products at reasonable prices; 2.) supporting a sustainable food system; 3) providing reliable education about food, cooperative businesses; and 4) creating a vibrant community in support of these ends. Accordingly, our newsletter presents reports quality information on these issues, presents related topics, and publishes important announcements concerning our customers and shareholders.

Editorial Submissions: We are pleased to accept editorial articles for review and possible publication, space permitting. Submissions are reviewed based on literary quality, appropriateness and timeliness of subject matter. Acceptance of an item does not imply endorsement of a product, service or opinion. Items will be edited for length, content and style. Publication dates are subject to change without notice. All "advertorial" submissions are subject to this same policy, and will be noted as paid content.

Typewritten copy should be received by the 15th of the month prior to publication. (See the above Production Schedule for specific deadline dates). Any requested changes after the 20th cannot be guaranteed.

Acceptable formats include MS Word, Rich Text attachments or Plain Text without formatting via e-mail. All sources of information and references must be cited for verification. Include a word count, your daytime contact information and/or e-mail address.

Photographs: Camera-ready .JPG format in high resolution (300 dpi) requested. Please provide source of photo. Photo credits will be given.

Advertising: Please see our **Advertising Policy & Rate Information** sheet, available on our website or at the store's Customer Service Desk upon request.

For further information call Amy at 454-2667 or e-mail amy@abundance.coop.