



THE Co-operator

RATE CARD & POLICIES

ABOUT THE CO-OPERATOR

The Co-operator is a 16-page bi-monthly publication of the East End Food Co-op in Pittsburgh, PA. The East End Food Co-op is Pittsburgh's only consumer-owned natural and organic grocer and has over 13,000 members. The Co-operator reaches readers through various distribution channels: displayed in our store, emailed to members, on our website and social media pages, and strategically distributed at local shops in our neighborhood.

AD SPECS

Three sizes of display advertisements are available. Printed in full color or black and white (your choice). (Examples on reverse.)

Ad rates per issue

- Size 1 (small square): \$60/\$50 for Co-op Members & Community Partners
- Size 2 (business card): \$90/\$75 for Co-op Members & Community Partners
- Size 3 (horizontal banner): \$175/\$150 for Co-op Members & Community Partners
- Professional graphic design services are available to advertisers for an additional fee of \$50 per hour.

AVAILABILITY

Because there is a demand for the limited display ad space in The Co-operator, advertisers may have to wait until a space opens up. Advertisers interested in space in The Co-operator are added to our waiting list and moved into the publication in the order they are added to the list.

The Co-operator is published 6 times a year: Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, Nov/Dec

AUDIENCE

Advertising in The Co-operator offers a unique opportunity to reach a diverse population of people who are interested in natural foods and healthy lifestyles. According to our recent member survey, nearly all of our members will buy local when the option is available and they're proactive about their health, shopping organic, giving nutrition preference over price, and minimizing their environmental impact. In addition, they value community and the organizations that contribute to improving our city.

POLICIES

- Space reservations must be made by the 1st of the month for the issue being published the following month.
- Artwork is due by the 10th of the month.
- Full contract price is billed by invoice.

CONTACT

editor@eastendfood.coop
412.242.3598 x 142

ISSUE	CONTRACT DUE	ARTWORK DUE
January/February	December 1 st	December 10 th
March/April	February 1 st	February 10 th
May/June	April 1 st	April 10 th
July/August	June 1 st	June 10 th
September/October	August 1 st	August 10 th
November/December	October 1 st	October 10 th

ACCEPTABLE FILE FORMATS

- We accept the following file types: Adobe InDesign, Photoshop, Illustrator, PDF, EPS, TIF, JPG.
- Do not send a Microsoft Word or Publisher document, or any file type that is not specified above.
- JPG compression should be set to "high quality" or better.
- Any linked or embedded images or fonts must be included with your file.
- Any non-vector images must be at least 300 dpi.
- If an ad is submitted without a rule, a 0.5 pt rule will be added

TERMS & CONDITIONS:

- Businesses are not eligible for member discounts, though they will be eligible for contract discounts (please see contract for more information).
- Payment for advertising must be remitted within 15 days of invoicing.
- Advertisers may not make changes to their advertisements

SIZE 1

2.5 W X 2.4194 T

SIZE 1

2.5 W X 2.4194 T

SIZE 1

2.5 W X 2.4194 T

SIZE 3

8 W X 2.4194 T

SIZE 2

3.875 W X 2.4194 T

SIZE 2

3.875 W X 2.4194 T

SIZE 1

2.5 W X 2.4194 T

SIZE 1

2.5 W X 2.4194 T

SIZE 1

2.5 W X 2.4194 T

THE Co-operator

ADVERTISING CONTRACT



NAME:	DATE:
NAME OF CONTRACTING BUSINESS:	
BILLING ADDRESS:	
PHONE NUMBER:	MEMBERSHIP NUMBER:
DRIVERS LICENSE NUMBER:	

SIZE OF CONTRACTED AD:

- One (2.5" W X 2.4194 H")
 Two (3.875" W X 2.4194 H")
 Three (8 W" X 2.4194 H")

NEWSLETTER ISSUE(S) THE AD SHOULD RUN IN: (Check all that apply.)

- Jan/Feb
 March/April
 May/June
 July/August
 Sept/Oct
 Nov/Dec

- All ads are billed by invoice
- Ad submissions must be received by the first of the month prior to the month in which you want the ad to run (see deadlines below)
- Members and Community Partners receive a 10% discount
- Complete a contract for 6 placements, receive an additional 10% discount
- Complete a contract for 3 or more placements, receive a 5% discount

OPTION	DIMENSIONS	REG PRICE	MEMBER/COMMUNITY PARTNER PRICE
Size One	2.5" W X 2.4194 H"	\$60	\$50
Size Two	3.875" W X 2.4194 H"	\$90	\$75
Size Three	8 W" X 2.4194 H"	\$175	\$150

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TOTAL DUE: \$ _____