



MOSES, PO Box 339, Spring Valley, WI 54767 715-778-5775 broadcaster@mosesorganic.org

## The Organic Broadcaster

Established in 1992, the Organic Broadcaster is a bi-monthly newspaper distributed throughout the upper Midwest for organic farmers, processors, certifiers and consumers. We focus on practical issues of organic farming, plus other news relevant to the organic industry. Currently, distribution is 2,000 to 2,500 copies, with many copies given away at farming conferences and field days or included in certifying agency information packets. Over 90% of our 2,000 mail subscriptions go to certified organic farmers. The Organic Broadcaster is published by the Midwest Organic and Sustainable Education Service (MOSES) which also organizes the Organic Farming Conference, held every February in La Crosse, Wisconsin. The Broadcaster is printed in an 11x17 tabloid newspaper format.

### ADVERTISING POLICIES

**A 10% discount may be taken on display ad orders of 4 issues or more, which have been paid in advance.** Prices are for pdf, eps or jpeg files. Ads must be sized to the requirements as outlined below. Ads must be paid for within thirty days of invoice. We reserve the right to reject or cancel any advertising that does not conform to the standards and editorial policies of the paper. **Our ad deadlines are February 1<sup>st</sup>, April 10<sup>th</sup>, June 10<sup>th</sup>, August 10<sup>th</sup>, October 10<sup>th</sup>, and December 10<sup>th</sup>.**

### ORGANIC BROADCASTER DISPLAY AD RATES/SIZES (rates are per issue)

	2" high	3" high	4" high	5" high	6" high	7" high
<b>1 column wide = 3.125"</b>	\$30	\$45	\$60	\$75	\$90	\$120
<b>2 columns wide = 6.125"</b>	\$60	\$90	\$120	\$150	N/A	N/A

Prices above are per column inch.

Please specify number of inches.

**One Column = 3-1/8" wide**

\$15.00 per inch Max 7 inch height

**Two Column = 6-1/8" wide**

\$30.00 per inch Max 5 inch height

#### AD SPECIFICATIONS

- \* All ads must be **black and white**
- \* JPG, TIFF, EPS format (300 dpi or higher resolution)
- \* PDF format only if fonts are imbedded
- \* **No WORD documents** will be accepted

#### CLASSIFIED AD RATES (per issue)

Classified ad rates for non-subscribers are 25 cents per word. Subscribers are entitled to one free classified ad of up to 25 words **per issue**.

#### SUBSCRIPTION RATES

One year (6 issues) - \$20

Two years (12 issues) - \$38

### WHERE TO SEND ADS & PAYMENT

We prefer to receive display and classified ad copy by e-mail to [broadcaster@mosesorganic.org](mailto:broadcaster@mosesorganic.org). Please send all payments to: MOSES, P.O. Box 339, Spring Valley, Wisconsin, 54767. Questions may be directed to Cathy at 715-778-5775.

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