



JUST PICKED Advertising Information and Rates

Just Picked, a project of the Organic Tree Fruit Association (OTFA), is a quarterly newsletter featuring grower profiles, information on field days and other events, related news and the latest research on organic orchard management. It has a print circulation of 350 subscribers, most of whom are growers (certified and non-certified) who currently use organic practices.

The newsletter is distributed electronically to more than 500 growers, researchers, consumers and advocates of organic tree fruit production. It is also available on the OTFA website. Online archives of *Just Picked* are an important source of information for growers and receive hundreds of hits each month.

2010 Deadlines: **April 9** (May issue)
 July 23 (August issue)
 October 22 (November issue)

*Please pay by check before deadline and send to
 OTFA c/o Bridget O'Meara, 1223 St. Croix Street, Hudson, WI 54016*

Display Ads

AD SPACE	SIZE	PRICE
1/8 page	3.375"w x 2.375"h	45.00
1/4 page	3.375"w x 4.75"h	75.00
1/2 page	7.0"w x 4.75"h	105.00

AD SPECIFICATIONS

- Prices listed above are per issue.
- Print version of newsletter is black & white (electronic version goes out in full color).
- **JPEG, GIF, TIF or PDF are acceptable formats.**
- All ads must be ready to copy "as is" into newsletter layout.
- Please submit ads in proper format to: OTFAinfo@gmail.com

Classified Ads

Organic Tree Fruit Association MEMBERS may place ONE classified advertisement per issue FREE OF CHARGE (up to 25 words). Non-member rate for classified ads is 25 cents per word.

Please email ad content to OTFAinfo@gmail.com or send with payment to address above.

OTFA reserves the right to reject any advertisement for any reason.

The Organic Tree Fruit Association is a non-profit membership organization dedicated to serving the interests of organic tree fruit growers and advancing the organic tree fruit industry through education, research and advocacy.

OTFA is online at www.mosesorganic.org/treefruit/intro.htm

Email: OTFAinfo@gmail.com