



Dear friend of farm direct marketing,

Thank you for your interest in advertising in *Market Connection*, which is the bimonthly newsletter of the North American Farmers' Direct Marketing Association . By advertising, you'll get your name in front of members of the world's most vibrant, dynamic, and energetic farm direct marketing association—NAFDMA.

NAFDMA is a non-profit trade association focused on the needs of the farm direct marketing industry throughout North America. We satisfy those needs by delivering membership programs, publications, a Web site, and an annual convention. Advertising in our newsletter is one way to get your message to farm direct marketers. It's also a great way to build up excitement for your booth at our annual conference.

More than 500 farm businesses receive the *Market Connection*. For less than 16 cents per person, your quarter-page ad will reach our members. That number drops to less than 13 cents per person if you buy four consecutive ads and get the fifth one free. Our full-page ads reach our members for 46 cents per person when you buy four and get the fifth free.

If you're looking for other marketing opportunities, we have exciting sponsorship opportunities at our convention, such as sponsoring a meal or break at the trade show, a featured speaker, or our Members' Choice Contest.

Your ad should be in black and white. Please see the rate sheet for information. If you're submitting a camera-ready ad, the preferred formats are tiff or EPS.

Please take a few moments to read the following pages. If you have any questions about advertising or sponsorships, please call me at (413) 529-0386.

Sincerely,

Kelly Fuerstenberg

Communications director

NAFDMA's *Market Connection*

Ad Rates & Dimensions

Get in front of the world's most dynamic, energetic, and rapidly expanding agricultural industry – farm direct marketing.

**Reserve Your Company's
Ad Space Now**

AD RATES

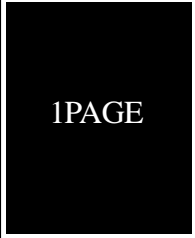
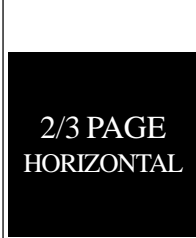


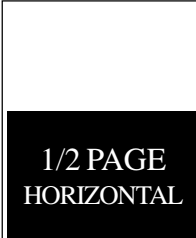
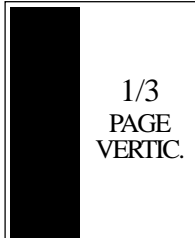

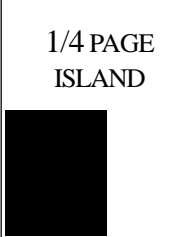
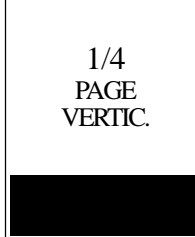
Ad Size	Dimensions (width x height)	Rate (single run)
Full-page	7-1/2" X 10"	\$345
2/3 page Horiz.	7-1/2" X 6-5/8"	\$245
2/3 page Vert.	4-7/8" X 10"	\$245
Half-page Island	4-7/8" X 7-1/2"	\$195
Half-page Horiz.	7-1/2" X 4-7/8"	\$195
1/3 page Vert.	2-3/8" X 10"	\$125
1/3 page Horiz.	7-1/2" X 3-1/4"	\$125
1/4 page	3-1/2" X 2"	\$95
1/4 page	7-1/2" X 2-3/4"	\$95

Insert - \$425 (includes cost of inserting and collating). You supply 1,000 copies of your 8" x 11" insert, delivered to our home office. Additional postage weight charge of \$250 may apply. Please call for arrangements.

Frequency discount - Buy four consecutive, identical sized ad spaces and get your next ad of the same size for free.

Production charges - All rates are quoted for camera ready, black and white material. Please call for typesetting, design, and graphics quotes on creating your advertisement.

DIMENSIONS - AD PAGE

 1 PAGE 7-1/2" X 10"	 2/3 PAGE HORIZONTAL 7-1/2" X 6-5/8"	 2/3 PAGE VERTIC. 4-7/8" X 10"
 1/2 PAGE ISLAND 4-7/8" X 7-1/2"	 1/2 PAGE HORIZONTAL 7-1/2" X 4-7/8"	 1/3 PAGE VERTIC. 2-3/8" X 10"
 1/3 PAGE HORIZ. 7-1/2" X 3-1/4"	 1/4 PAGE ISLAND 3-1/2" X 4 7/8"	 1/4 PAGE VERTIC. 7-1/2" X 2-3/4"

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Editor / Graphic Designer
Membership Director

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Kelly Fuerstenberg
Virginia Schwarzenbach

Call 888-884-9270

FREQUENCY DISCOUNT: Purchase four consecutive, identical sized ad spaces and get your next ad of the same size for free !!!

Market Connection

official newsletter of the North American Farmers' Direct Marketing Association

62 Whiteloaf Road Southampton, MA 01073
 phone: 413-529-0386 fax: 413-529-2471
 e-mail: Kelly@WhiteLoafRidge.com Web site: www.nafdma.com

Advertising Order/Contract

Company Name: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

Advertising contact: _____

Advertising Agency: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

Agency contact: _____

Issue	Size	Ad Cost
January (due Dec. 15)		
March (due Feb.15)		
May (due April 15)		
July (due June 15)		
September (due Aug.15)		
November (due Oct. 15)		

TOTAL: _____

Payment to NAFDMA due with ad order

Payment Type: Check Visa MasterCard

Card Member Name: _____

Acct#: _____ exp date: ____/____

Important: Please read and sign below

By submitting this and any advertisements to The Market Connection, the advertiser and its advertising agency or other representative(s) agree to hold harmless NAFDMA and its Management Company, publisher of The Market Connection, for any errors that may appear in the ad. NAFDMA will make every effort to ensure the accuracy of the ad. The advertiser and/or its agents agree that they have approved the advertisement(s) before it is submitted to The Market Connection. If The Market Connection has inadvertently caused an error to appear in the advertisement, it will rerun the corrected advertisement in the next available issue. All advertising orders must be accompanied by payment. In addition, the advertiser agrees to hold harmless NAFDMA and its Management Company for any copyright, trademark or other infringements that may appear in any and all advertisements it places in The Market Connection.

Print Name: _____

Date: _____

Signature: _____

Company: _____

OFFICE USE ONLY: Date rcvd: _____ Amount rcvd: _____ Check Number: _____
 CC auth #: _____ Processor: _____
