



Northeast Organic Dairy Producers Alliance
30 Keets Road, Deerfield, MA 01342
413-772-0444 • www.nodpa.com

Let Us Help You Reach Your Target Audience: Advertise with NODPA in 2018

We invite you to partner with NODPA and take advantage of a unique opportunity to reach organic and transitioning dairy producers, processors, consumers, resource professionals, researchers, regulators and businesses serving the needs of the organic dairy industry. Advertising with NODPA will help you access your target audience. There are many ways to reach the national organic dairy community in print and in electronic venues, via monthly e-newsletters and on the nationally recognized NODPA website.

The NODPA News print newsletter:

- 40-page magazine
- Published six times per year and archived on the NODPA website for complete accessibility
- Circulation of over 2,500; **mailed** to farmers, regulators, researchers, resource professionals and businesses throughout the United States
- Informative and timely articles:
 - Industry news
 - Production and research articles
 - Featured farms from throughout the US
 - Pay and feed price
 - Regular columns by leaders in the organic community
 - Regulatory and political news
 - Classifieds, opinion columns, book reviews, and much more

The NODPA e-newsletter:

- A full-color, electronic news digest delivered electronically each month and contains up-to-date news and information relevant to the organic dairy industry, and is linked to current electronic version of the NODPA News.
- Is electronically distributed to over 2000 subscribers throughout the world
- Is posted on the ODairy list-serve and the Organic Dairy Facebook page where it reaches over 2000 subscribers

The NODPA Website:

- The leading online source for independent organic dairy information in the US; used by farmers, the media and resource professionals.
- Updated at least monthly and in response to organic dairy news
- Extensive, easily accessible production and research articles, resource documents, and over 50 articles on organic dairy farms dating back to 2002.
- 9 web banner ads spaces available each month which are rotated randomly to all 14 of the most frequently visited web pages on NODPA's website, maximizing your advertising exposure.

Questions? Contact Nora Owens, NODPA News Editor, noraowens@comcast.net, 413-772-0444

NODPA's Mission: *To enable organic dairy family farmers, situated across an extensive area, to have informed discussion about matters critical to the wellbeing of the organic dairy industry as a whole.*



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NODPA News Display Advertising

Ad Size	Per issue	6 issues* per issue	Business Member [^] per issue	Business Plus ^{**} per issue	Dimensions
		10% discount	5% discount	10%+5%=15% discount	
Full page	\$ 660	\$ 600	\$ 627	\$ 561	7.5" x 9.75"
Half Page	\$ 340	\$ 306	\$ 323	\$ 289	7.5" x 4.75"
Quarter page	\$ 190	\$ 171	\$ 181	\$ 163	3.625" x 4.75"
Eighth page	\$ 100	\$ 90	\$ 95	\$ 85	3.625" x 2.25"

*Commit to advertising in 6 issues, a full year, and receive a 10% discount.

[^]Become/renew a NODPA Business Member, for \$150.00 per year, and receive a 5% print advertising discount and a full-color display in the Business Directory of the NODPA website.

^{**}Business Plus: Become/renew a Business Member and commit to a year of advertising in the NODPA News and receive a total of 15% off our display advertising rates.

Classified Ads are free for organic dairy farmers and business members; all others pay \$20.00 for the first 30 words and \$.20 per word over 30.

2017 Ad Deadlines: January 2018 issue: 12/15/2017, March issue: 2/15/2018; May issue: 4/15/2018; July issue: 6/15/2018; September issue: 8/15/2018; and November issue: 10/15/2018.

Payment: Please send checks (made payable to NODPA) to NODPA, 30 Keets Road, Deerfield, MA, 01342, or pay online by credit card, www.nodpa.com.

Website Advertising

Website Banner Ads		With 6+ months commitment
Website Banner 275 pixels wide by 100 pixels high <i>Displayed on 10 pages of the website</i>	\$150.00 per month	\$135.00 per month
E-Newsletter Banner 300 pixels wide by 125 pixels tall <i>Appears at the top of NODPA's monthly e-newsletter, and is promoted on The ODairy listserv and Facebook page</i>	\$125.00 per month	\$110.00 per month

For Advertising Information, call Nora Owens, 413-772-0444 or email noraowens@comcast.net