



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 2023

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. We offer up to 15% off the annual rates to business members and to advertisers that commit to the full year. Please see the next page for details.

NODPA recognizes how difficult the conditions are in Organic Dairy, and these extend to all of those providing services to Organic Dairy Producers; therefore, NODPA's 2022 rates will remain in effect for 2023.

The NODPA News print newsletter:

- 36-page magazine
- Published six times per year and archived on the NODPA website for complete accessibility
- Circulation of over 1900; **mailed** to farmers, regulators, researchers, resource professionals and businesses throughout the United States and Canada
- Informative and timely articles:
 - Industry news
 - Production and research articles
 - Featured farms from throughout the US and Canada
 - 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 every other 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-serv and the Organic Dairy Facebook page, reaching 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.
- Website side panel ad spaces available each month which appear on every page of the NODPA's website and links back to your website, maximizing your advertising exposure.

Questions? Contact Nora Owens, NODPA News Editor, noraowens@comcast.net, 413-427-7166

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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2023 NODPA News Display Advertising Rates

Ad Size	Per issue	6 issues* per issue	Business Member^ per issue	Business Plus** (commit to six issues + business membership) 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"

Discounts:

*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.

All web based Business Member Listings have been updated and are now more interactive for your customers. If you would like to update or change your business listing, please contact Nora Owens, noraowens@comcast.net or call 413-427-7166.

Classified Ads are free for organic dairy farmers and business members; all others pay a flat rate of \$30.00.

2023 Ad Deadlines: January 2023 issue: 12/20/2022, March issue: 2/15/2023; May issue: 4/15/2023; July issue: 6/15/2023; September issue: 8/15/2023; and November issue: 10/15/2023.

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 every page of the website</i>	\$150.00 per month	\$125.00 per month
E-Newsletter Banner 300 pixels wide by 125 pixels tall <i>Appears on NODPA's bi-monthly e-newsletter, and is promoted on The ODairy listserv and Facebook page</i>	\$125.00 per month	\$100.00 per month

For Advertising Information, call Nora Owens, 413-427-7166 or email noraowens@comcast.net