

Deadline is October 31, 2005!

2006 CAFF Local Food Guide Advertising Rates



CAFF is offering advertising space in the 2006 print *Local Food Guide*. This year CAFF will again start the year off by printing 20,000 copies of the *Guide*, to be available year-round at natural food stores, farmers' markets, bookstores, and a variety of other locations throughout the tri-county region.

Deadline for completed advertising is **Oct. 31, 2005!** Advertising space available on a first come, first served basis.

Full Color – add only 20%

Description	Size width x height	Cost (b&w)	Cost (color)
Full Page outside back cover – Full Color	7.25" X 9.5"	-	\$1000
Full Page inside front cover – Full Color	7.25" X 9.5"	-	\$800
Full Page inside back cover – Full Color	7.25" X 9.5"	-	\$700
Full Page	7.25" X 9.5"	\$500	\$600
Three/Quarter Page	6.75" X 6.9"	\$425	\$510
Half Page horizontal	6.75" X 4.375"	\$300	\$360
Half Page vertical	4.375" X 6.75"	\$300	\$360
Quarter Page horizontal	6.75" X 2.3"	\$200	\$240
Quarter Page vertical	3.375" X 4.375"	\$200	\$240
Eighth Page horizontal	6.75" X 1.15"	\$125	\$150
Eighth Page vertical	3.25" X 2.3"	\$125	\$150

**SOLD!
SOLD!**

- Only ads submitted as high quality JPG, TIFF, PDF, or EPS will be accepted. If you need a graphic designer to help create your ad, we recommend Jane Bolling (831) 458-0599, janeb@cruzio.com.
- Ads must be received by **October 31, 2005**. E-mail ads to: buylocal@calcentral.org
- For more information, visit www.caff.org

Deadline is October 31, 2005!

Name: _____ Farm/Business Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Please fill out all * required information:

* Membership Fee Structure

Farm / Business Campaign Member <i>Includes listing in the Guide and year-round participation in CAFF and the Buy Fresh Buy Local Campaign</i>	Advertisements <i>Includes advertisement in 2006 Local Food Guide</i>
Check one: <input type="checkbox"/> \$50 (farms only) <input type="checkbox"/> \$250 <input type="checkbox"/> Other	<input type="checkbox"/> Color <input type="checkbox"/> Black and White Description _____ Size _____
<ul style="list-style-type: none">• Please make checks payable to CAFF• Fax/Send this us this form• Total \$ _____ Your contribution	<ul style="list-style-type: none">• Credit Card Number: _____ Exp: _____ VISA MC (circle one)Signature: _____

* Comments or Questions:

Submit your ads/membership dues via mail, e-mail, fax, or phone to:

Liv Nevin, Campaign Coordinator
Community Alliance with Family Farmers
406 Main St., Ste. 406
Watsonville, CA 95076

EMAIL: buylocal@calcentral.org

PHONE: (831) 761-8507

FAX: (831) 761-8103

Thank you! We appreciate your support!