

Community News

Moscow Food Co-op Community News Ad Rate Card 2007

Every month the Moscow Food Co-op publishes 2,500 copies of a 28-page newsletter entitled the *Community News*. Copies are distributed for free at the Co-op and at dozens of local businesses in Moscow, Pullman, and the Lewiston-Clarkston valley. Each issue contains updates of Co-op activities, recipes and food preparation articles, profiles of Co-op personalities, and essays on topics important to the community.

"I have advertised in the newsletter for almost twenty years—since it was founded. I advertise to support the Co-op, because I want to encourage my patients to shop there, and because we see referrals from the Co-op every month at my business."

—Dr. Ann Raymer, Chiropractic Physician, Moscow

"It's economics. The ad costs are reasonable. The type of people who shop at the Co-op are the ones I would like to attract to my store."

—Darryl Kastl, Kaleidoscope Picture Framing and Art Gallery, Moscow

Ad Submission Specifications

- To ensure the best quality ad output, we ask that you submit your ad electronically.
- Ads should be submitted as .pdf, .eps, .tif or .jpeg files. 200 dpi, black and white or greyscale. Please send 2 laser output proofs with your disk or emailed submission.
- Electronic files in IBM or Mac format.
- Ads are due on the 20th of the month before publication. The *Community News* will be available the 5th of each month.

"I advertise in the Co-op newsletter to support a fellow downtown business and to reach the wide variety of people who shop there. Based upon the number of people who shop here using their Co-op cards (as part of the Business Partner Program), I think we are reaching them."

—Pam Hays, Hodgins Drug and Hobby, Moscow

Ad Sizes

Size	width x height (inches)	H or V
Size 1	2.25 x 2.25	square
Size 2	2.25 x 3.5	V
Size 3	2.25 x 4.75	V
Size 3	4.75 x 2.25	H
Size 4	4.75 x 4.75	square
Size 5	4.75 x 7	V
Size 6	4.75 x 12.5 (half page)	V
Size 6	10 x 6.25 (half page)	H
Size 7	10 x 12.5 (whole page)	V

Advertising Rates

Size	1 month	3 months*
Size 1	\$12	\$33
Size 2	\$18	\$50
Size 3	\$24	\$65
Size 4	\$36	\$100
Size 5	\$48	\$135
Size 6	\$80	\$220
Size 7	\$160	\$450
Insert	\$200	ask

*3 month rates are for same ad, no changes

Contact

Advertising representative:
Jyotsna "Jo" Sreenivasan, 892-0730,
ads@moscowfood.coop



Moscow Food Co-op
Your Community Store
121 E Fifth Street, Moscow ID 83843
208-882-8537
www.moscowfood.coop

Size 1 2.25 x 2.25 square

Size 2 2.25 x 3.5 V

Size 3 2.25 x 4.75 V or H

Ad Sizes 1 through 5

Size 5 4.75 x 7 V

Size 4 4.75 x 4.75 square