

Ad Rates & Information



**Spirited pioneers
educating and inspiring
the natural foods community**

**Reach northwest natural foods
decision makers through our
Provender Journal and annual
Conference Program**

Member's Ad Costs Per Issue

Ad size	1 issue*	2 issues* 5% disc.	3 issues* 10% disc.	4 issues* 15% disc.	5 issues* 20% disc.
Full Page	\$418.00	\$398.00	\$377.00	\$355.00	\$335.00
Full Page, color	\$500.00	\$475.00	\$450.00	\$425.00	\$400.00
Half Page	\$215.00	\$205.00	\$194.00	\$183.00	\$172.00
Half Page, color	\$253.00	\$240.00	\$228.00	\$215.00	\$203.00
Quarter Page	\$105.00	\$100.00	\$ 95.00	\$ 90.00	\$ 85.00
Quarter Page, color	\$125.00	\$119.00	\$113.00	\$106.00	\$100.00
Business Card	\$ 39.00	\$ 37.00	\$ 35.00	\$ 33.00	\$ 31.00
Business Card, color	\$ 46.00	\$ 44.00	\$ 42.00	\$ 39.00	\$ 37.00

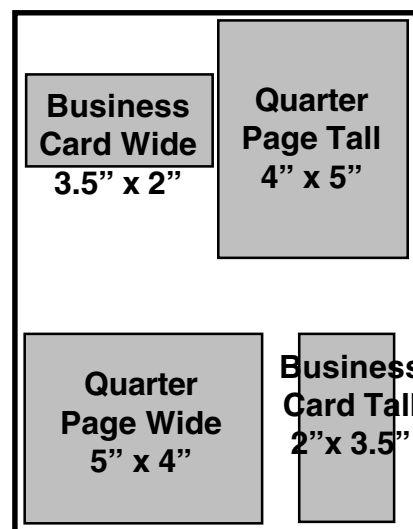
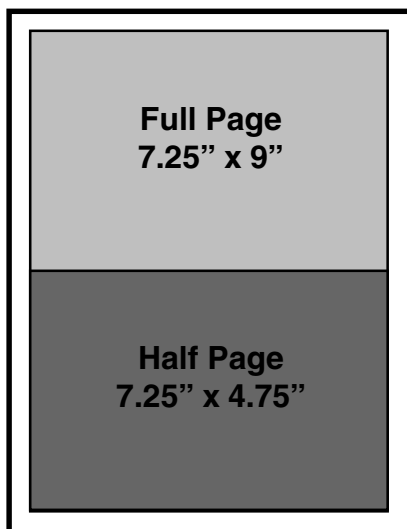
* Any of the issues can be the annual conference program.

Non-Member's Ad Costs Per Issue

Ad size	1 issue*	2 issues* 5% disc.	3 issues* 10% disc.	4 issues* 15% disc.	5 issues* 20% disc.
Full Page	\$523.00	\$497.00	\$471.00	\$445.00	\$418.00
Full Page, color	\$627.00	\$596.00	\$564.00	\$533.00	\$502.00
Half Page	\$264.00	\$251.00	\$238.00	\$224.00	\$211.00
Half Page, color	\$317.00	\$301.00	\$285.00	\$269.00	\$254.00
Quarter Page	\$138.00	\$131.00	\$124.00	\$117.00	\$110.00
Quarter Page, color	\$165.00	\$157.00	\$149.00	\$140.00	\$132.00
Business Card	\$ 42.00	\$ 40.00	\$ 38.00	\$ 36.00	\$ 34.00
Business Card, color	\$ 51.00	\$ 48.00	\$ 46.00	\$ 43.00	\$ 41.00

* Any of the issues can be the annual conference program.

Custom sized ads are available. Please contact the office for more information. All prices are in U.S. dollars. To become a member and receive Provender Alliance benefits and the lower ad rates listed here, please contact the office.



2008 PROVENDER ALLIANCE ADVERTISING AGREEMENT

Business Name _____ Contact Person _____

To whom should invoices be sent? _____

Mailing Address _____

City, State/Province _____ Zip/Postal Code _____

Phone _____ fax _____ e-mail _____

Please indicate what size your ad is:

- | | | |
|------------------------------------|--|--|
| <input type="checkbox"/> full page | <input type="checkbox"/> quarter page tall | <input type="checkbox"/> business card |
| <input type="checkbox"/> half page | <input type="checkbox"/> quarter page wide | <input type="checkbox"/> custom size (please provide dimensions) |

Please indicate which issues you'd like your ad to run and if you'd like color or black & white:

Black & White

- Jan-Feb '10
- Mar-Apr '10
- May-Jun '10
- Jul-Aug '10
- Sept-Oct '10
- Conf. Prog. '10
- Nov-Dec '10

Color

- Jan-Feb '10
- Mar-Apr '10
- May-Jun '10
- Jul-Aug '10
- Sept-Oct '10
- not available in full color
- Nov-Dec '10

Black & White

- Jan-Feb '11
- Mar-Apr '11
- May-Jun '11
- Jul-Aug '11
- Sept-Oct '11
- Conf. Prog. '11
- Nov-Dec '11

Color

- Jan-Feb '11
- Mar-Apr '11
- May-Jun '11
- Jul-Aug '11
- Sept-Oct '11
- not available in full color
- Nov-Dec '11

I have read and understand the terms of this agreement.

Your Signature

date

Signature of Provender Representative

date

A copy of this agreement, signed by both parties, will be mailed to you for your records.

Provender Alliance ♦ 22835 Jennie Rd. SE ♦ Lyons, OR 97358-9410

ph: 888.352.7431 ♦ 503.859.3600 ♦ f: 503.859.3608 ♦ e-mail: info@provender.org ♦ www.provender.org

Our Members

The Pacific Northwest is one of the hottest and fastest growing markets for natural foods and other natural products. Provender members stay well informed and are the decision makers of the industry. They read *Provender Journals* to find useful solutions and timely articles.

They support advertisers who support Provender. Most *Journals* are read cover to cover and passed around among every employee because *Journal* articles are written about issues our members deal with on a day to day basis and contain Member News to keep everyone up to date.

Provender Alliance

Provender Alliance began in 1977, and is a non-profit membership organization providing outreach and education to natural foods and related companies doing business in the Pacific Northwest. Members represent retailers, distributors, manufacturers, brokers, consultants, and individuals from British Columbia, California, Idaho, Montana, Oregon, Washington, in addition to areas outside of the Northwest.

Important Information

- ◆ Ad deadline is the 10th of Feb., April, June, Aug., Oct., & Dec. Issue published at the end of the deadline month.
- ◆ Conference Program ad deadline is September 10th.
- ◆ Ads must be black and white or full color. They can be submitted electronically in PDF or JPEG format, 300dpi. Please contact the office for details.
- ◆ You will be billed for your ads after publication.
- ◆ If you cancel mid-contract, you will be billed at the rate for the number of ads actually placed.
- ◆ You receive copies of publications in which you place your ads.

Provender Journal and Conference Program

The *Provender Journal* is a bi-monthly publication mailed directly to over 800 buyers, owners, managers, and employees of Pacific Northwest natural foods businesses and organizations. Most *Journals* are shared among employees. The *Journal* covers a wide range of topics, from ethics to rBGH to member profiles to the internet. The *Journal* is a great place for industry leaders to see your company's products and services.

Provender Alliance sponsors an annual Educational Conference in the Northwest with keynote events and over 25 workshops. It provides a cooperative atmosphere for members to teach and learn from one another and network about the natural products industry. The Conference Program contains the conference schedule and advertising and is given to every attendee.