

# PROVENDER ALLIANCE

NOURISH • EDUCATE • INSPIRE

## Print Ad Rates & Information

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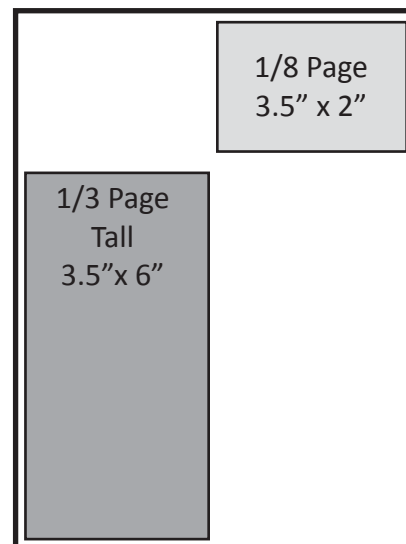
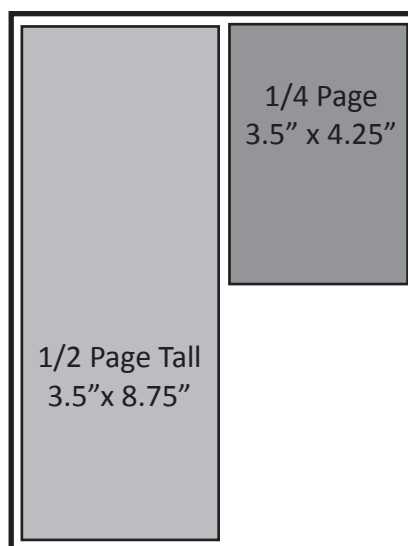
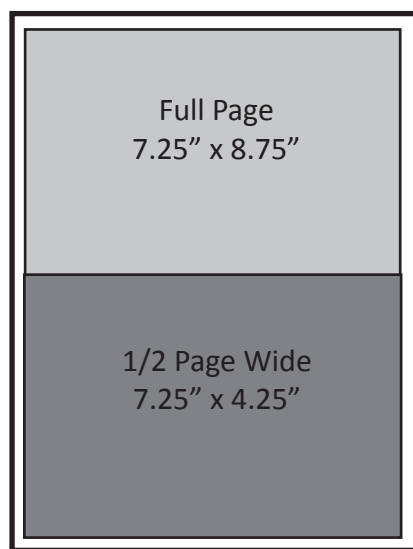
Reach Northwest natural products  
decision-makers through our  
*Provender Journal* and annual  
Conference Program

# Ad Costs Per Issue

Ad size	1 issue*	2 issues*	3 issues*	4 issues*	5 issues*
		5% disc.	10% disc.	15% disc.	20% disc.
Full Page	\$500.00	\$475.00	\$450.00	\$425.00	\$400.00
Full Page, color	\$560.00	\$530.00	\$500.00	\$475.00	\$450.00
1/2 Page	\$260.00	\$250.00	\$235.00	\$220.00	\$210.00
1/2 Page, color	\$290.00	\$275.00	\$260.00	\$245.00	\$230.00
1/3 Page	\$175.00	\$170.00	\$160.00	\$150.00	\$140.00
1/3 Page, color	\$195.00	\$185.00	\$175.00	\$165.00	\$155.00
1/4 Page	\$135.00	\$130.00	\$125.00	\$120.00	\$115.00
1/4 Page, color	\$150.00	\$145.00	\$135.00	\$130.00	\$120.00
1/8 Page	\$ 72.00	\$ 69.00	\$ 65.00	\$ 62.00	\$ 58.00
1/8 Page, color	\$ 80.00	\$ 76.00	\$ 72.00	\$ 68.00	\$ 64.00

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

All prices are in U.S. dollars.



# Provender Alliance Advertising Contract

Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_

To whom should invoices be sent? \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ e-mail \_\_\_\_\_

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## Please indicate what size your ad is:

full page     1/2 page tall     1/2 page wide     1/3 page     1/4 page     1/8 page

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

<u>2012</u>	<u>Color</u>	<u>B &amp; W</u>	<u>2013</u>	<u>Color</u>	<u>B &amp; W</u>
Spring (March/April/May)	<input type="checkbox"/>	<input type="checkbox"/>	Spring (March/April/May)	<input type="checkbox"/>	<input type="checkbox"/>
Summer (June/July/August)	<input type="checkbox"/>	<input type="checkbox"/>	Summer (June/July/August)	<input type="checkbox"/>	<input type="checkbox"/>
Autumn (Sept./Oct./Nov.)	<input type="checkbox"/>	<input type="checkbox"/>	Autumn (Sept./Oct./Nov.)	<input type="checkbox"/>	<input type="checkbox"/>
Conference Program	NA	<input type="checkbox"/>	Conference Program	NA	<input type="checkbox"/>
Winter (Dec./Jan./Feb.)	<input type="checkbox"/>	<input type="checkbox"/>	Winter (Dec./Jan./Feb.)	<input type="checkbox"/>	<input type="checkbox"/>

I have read and understand the terms of this contract.

\_\_\_\_\_  
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.*

## Our Members

The Pacific Northwest has been 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 products and related companies doing business in the Pacific Northwest. Members represent retailers, distributors, processors, 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 February, May, August, and November. 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 if you have questions.
- 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 quarterly publication sent directly to over 500 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 marketing to personnel issues. 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.