

the **First Alternative**
NATURAL FOODS CO-OP

thymes

Rate Card



Distribution: 4,000 full-color copies published quarterly, available free at both Co-op locations and delivered by bicycle monthly to 40+ local businesses. Also available online (including back issues) with links to every new edition sent to Co-op mailing list subscribers.

4 Annual Publications

Spring
March/April/May

Summer
June/July/Aug

Fall
Sep/Oct/Nov

Winter
Dec/Jan/Feb

Ad Sizes and Rates (all ads are full color)			
Ad Sizes	width (in.)	height (in.)	cost/issue
1/8 page (business card)	3	1.7975	\$200
1/4 page (vertical)	3	3.865	\$350
1/4 page (horizontal)	6.25	1.7711	\$350
1/2 page (vertical)	3	8	\$600
1/2 page (horizontal)	6.25	3.865	\$600
Full page (.25" bleed)	7.25	9	\$1,000

1/8 Page
(Business Card)
\$200
3 x 1.7975

1/8 Page
(Business Card)
\$200
3 x 1.7975

1/4 Page
Vertical \$350
3 x 3.865

1/2 Page
Vertical \$600
3 x 8

1/4 Page
Horizontal \$350
6.25 x 1.7975

1/4 Page
Horizontal \$350
6.25 x 1.7975

1/2 Page
Horizontal \$600
6.25 x 3.865

Full Page
\$1,000
7.25 x 9
plus .25" bleed

Interested in an advertorial spread featuring your local business? Contact us for rates and info

SAVE 10% with an annual contract! An additional 5% off if paid in full up front!

Reservation and artwork deadline: the 15th of the month prior to publication (Feb. 15th for Spring edition)
Email your PDF, EPS, TIF or JPG ad to: thymes@firstalt.coop

Questions? Call or email Adam Payson: (541) 753-3115 x321 or email: thymes@firstalt.coop

Rates effective March 2017 and are subject to change.