

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.