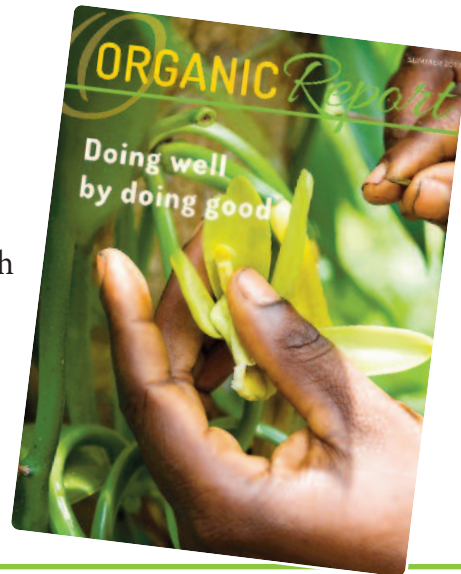


ORGANIC Report

ADVERTISE WITH US

Reach your customers and suppliers.

The *Organic Report* is the Organic Trade Association's news magazine featuring full-length articles on topics ranging from organic business innovation to regulatory affairs. Available both as a digital and print magazine, this publication is the source for deep-dive information on organic agriculture and trade.



THE MOST COMPREHENSIVE CIRCULATION TO ORGANIC OPERATIONS



Published twice a year, the *Organic Report* is mailed to 20,000+ certified organic operations located in every state, and ranging from family-scale operations to Fortune 500 companies. It is also distributed on Capitol Hill and at industry events.

The mobile-friendly digital magazine is available at TheOrganicReport.com, and is shared widely on Facebook, Twitter and LinkedIn to consumers and businesses looking for the latest insights in organic.

PUBLICATION DATES AND DEADLINES

Issue	Publication date	Ad Commitment deadline	Artwork deadline
Spring 2019	Late February 2019	December 14, 2018	January 15, 2019
Fall 2019	Late August 2019	June 14, 2019	July 15, 2019

Our Spring 2019 edition will include a deep dive on innovation + technology in organic, including block chain.

Our Fall 2019 edition will look at the benefits of organic, focusing on soil health + climate change.

CONTACT: Cassandra Christine, Director of Industry Relations

Direct: 831-234-5710 / E-mail: cchristine@ota.com / Web: TheOrganicReport.com

Danielle Cote, Membership Manager / Direct: 202-403-8633 / E-mail: dcote@otacom

INFORMATION FOR ADVERTISERS

Advertising in both the print and digital *Organic Report* gives you the unique opportunity to create visibility for your business with the full organic supply chain.

ADVERTISING RATES FOR MEMBERS AND NON-MEMBERS

Magazine Ad Size:	Member	Non-Member
Full page with banner ad	\$2,950	\$3,450
Half page with sidebar ad	\$1,650	\$2,150
Quarter page with sidebar ad	\$ 950	\$1,350
Classified ad	\$50 (20 words)*	\$150 (20 words)*

*\$1 per additional word

AD SPECS:

DISCOUNTS:

2x = 10% discount

Affinity program participation = 20% discount

(not to be used along with the multiple issue discount)

Full Page Print + Online Banner Ad

DISPLAY: Non-Bleed: 7.5"x 10" — Bleed: 8.75"x 11.25"

DIGITAL 700 x 126 pixels, 72 dpi

Half Page + 500x500 pixel Online Sidebar Ad

DISPLAY: Non-Bleed only: vert: 3.5"x 10" — horiz: 7.5"x 4.75"

DIGITAL: 500 x 500 pixels, 72 dpi

¼ Page + 125x125 pixel Online Sidebar Ad

DISPLAY: Non-Bleed vertical only: 3.5"x 4.75"

DIGITAL: 125 x 125 pixels, 72 dpi

We accept the following electronic formats for print ads:

- Press-quality PDF files with embedded fonts
- TIF files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outlines
- All files must be Process Color or Black/White only

We accept the following electronic formats for digital ads:

- Web-quality PDF files with embedded fonts
- TIF or JPEG files with a resolution of 300 dpi or greater
- EPS files with fonts converted to outline
- All files must be RGB and may not contain animation

POLICIES:

- OTA reserves the right to refuse any advertisement for any reason, including products or services not appropriate for use in organic production or processing.
- The advertiser assumes responsibility for all ads placed in their entirety, including accuracy.
- Advertisers are responsible for submitting advertising material on or before the deadline date.
- Changes to advertisements and cancellations will not be accepted following the ad reservation deadline dates listed in this media kit. Cancellations must be received in writing to be processed.
- Non-compliant art files will be returned for editing and must be resubmitted on or before the deadline date. If unable to meet this requirement, you will still be responsible for the cost of the ad.
- In order to ensure accuracy and consistency on-press, we require a color proof with all new ad submissions.

PAYMENT INFORMATION:

- All advertising billed at published net rate card costs. No further discounts or agency commission granted.
- Invoices are considered past due after 30 days grace.
- No advertising will be run for past-due accounts and frequency discounts could be forfeited.
- If your OTA membership has lapsed, your ad rate will revert to non-member pricing.
- Visa, MasterCard, and American Express are accepted for your convenience.