

2024

Organic Trade Association

SPONSORED CONTENT PROSPECTUS



Organic
SINCE 1985
trade association

Sponsored Content Opportunities

Looking to get your brand, services, or story in front of the organic industry? Look no further than the Organic Trade Association’s Sponsored Content Opportunities as the go-to destination for all organic industry participants for over 30 years. The OTA News Flash, online News Center and social media channels are the ultimate marketing platform for your business. By working with us, your marketing dollars will go further through:



Focused Targeting: Recipients of the OTA News Flash are highly targeted individuals whose interest is organic food, fiber, and agriculture. By sharing your content through us, you gain access to an audience composed almost entirely of the type of individuals you want to reach.



Consistent audience: By sharing your content regularly on the OTA News Center and in the News Flash, you gain the advantage of consistently reaching the same individuals over multiple years. Staying in front of potential customers is crucial for any marketer, and with OTA’s digital channels, you can achieve that consistency effortlessly.



Engaged Community: By consistently sharing your content to OTA’s engaged industry audience, your message will spread faster within the organic industry than it would in a traditional consumer environment.



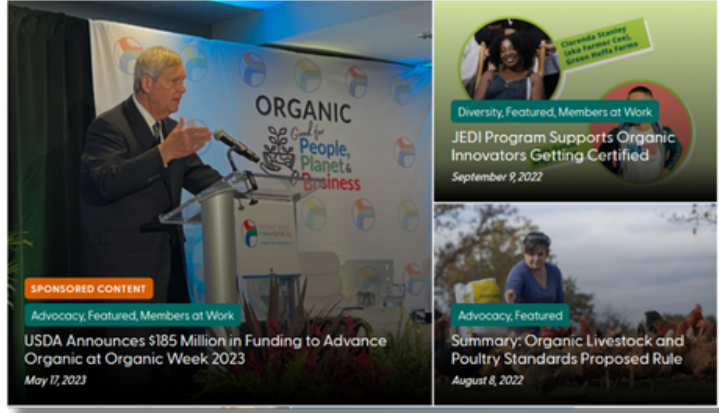
Trust and Credibility: By sharing your content on OTA’s native channels, you benefit from this perception of trust built by over 30 years of dependable work, reinforcing your brand’s credibility among organic industry professionals.

OPPORTUNITY	MEMBER/NON-MEMBER	
Sponsored Content Contributor	\$1500/\$2500	Your article will appear on OTA's News Center webpage, and be promoted once through the News Flash
<i>Add:</i>		
	\$500/\$750	Additional News Flash promotion <i>*may be repromoted through the News Flash up to two times</i>
Organic Social	\$500/\$750	Promote once across applicable social media platforms
Promoted Social	\$1000/\$1500	Choose to boost your post on one social media platform
<i>Or engage over social media channels only:</i>		
Organic Social	\$750/\$2,000	Promote your published content once across applicable social media platforms
Promoted Social	\$1,500/\$3,500	Choose to boost your promoted published content on one social media platform

Connecting with Business Leaders and Organic Consumers

News Center

News Center



News Flash

- 3,700+ recipients (membership contacts/industry professionals)



Social Media

- 190,000+ total social media followers

Facebook - reaches engaged organic consumers through interest-based consumer targeting.

- 107,000+ followers
- 73.2% women, 50% age 35-54
- 85.5% US based

LinkedIn - advertising with OTA allows you to reach an OTA member lookalike audience to find organic industry professionals beyond the member list.

- 18,000+ followers
- Instagram
- 3,209 followers
- 66% women, 35% age 35-44
- 58.4% US based (5.9% India, 4.5% Canada)

Twitter

- 62,000+ followers

Connecting with Business Leaders and Organic Consumers



Content Deadlines

- All sponsored content running on the News Center site must be delivered no later than three weeks before the publication date.
- Social Promoted posts must be shared three days in advance of when you would like OTA to share them.
- NO rush options.



Sponsored Content Specs

- One high-resolution feature image with 7:5 ratio may be supplied per article
- Additional images or multimedia content (videos, GIFs) may be submitted for consideration.
- Content should be between 500 and 2,000 words.



Sponsored Content Policy

Organic Trade Association (OTA) sponsored content is open to all individuals and members. All sponsored content is accepted at OTA's discretion. Publication of sponsored content does not constitute an endorsement, and OTA is not liable for any products or services advertised. Sponsored content material from anyone against whom an unresolved formal complaint has been filed with the OTA Board will not be published. OTA's liability to sponsors is limited to refunds of the advertising fees collected.



Sponsored content in general should follow the following criteria:

- **Alignment with Mission:** Sponsored content must align with the mission, and goals of the trade association. Content should support OTA's work and not contradict its core principles.
- **Relevance and Value:** Sponsored content should provide value to members and be relevant to their interests. Content should contribute to the non-profit's overall mission and engage its readers, viewers, or listeners effectively. Sponsored content should not include disparagement of other companies, brands, individuals, or similar entities.
- **Transparency:** OTA will clearly distinguish between sponsored content and non-sponsored content. This includes the use of labels such as "sponsored content" or "supported by [sponsor's name]" to ensure transparency and avoid misleading the audience.
- **Editorial Independence:** OTA will maintain editorial independence and ensure that sponsored content does not compromise the non-profit's editorial integrity, or the accuracy of information provided.
- **Audience Protection:** OTA will prioritize the well-being and interests of the audience and will avoid promoting or endorsing products, services, or messages that may harm or exploit individuals or communities, especially vulnerable populations.



Payment Information

- All sponsor content opportunities are billed at published net rate card costs. No further discounts or agency commission granted.
- Invoices are considered past due after 30 days grace.
- No paid content will be run for past-due accounts.
- 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.

Classified Ad Opportunities

Classified Ads <i>Job announcements & items for sale</i>		Your ad appears once in the News Flash using 50 words or less.
	\$50	Member pricing
	\$150	Non-member pricing



Content Deadlines

All content must be delivered the Friday before you wish to promote it.



Classified Ad 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.



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INDUSTRY CLASSIFIEDS

Hiring: Northeast Technical Director

We're hiring! Handsome Brook Farms is looking for a Northeast Technical Director as part of our work on a USDA grant to The Nature Conservancy. Work with our farmer network and help advance sustainability for small family farms. Travel required. Project management experience, organic farming and poultry experience, preferred. [APPLY HERE](#)

Hiring: Technical Director - Climate Smart Organic Egg Project

Handsome Brook Farms is looking for a Technical Director for our USDA grant through the Climate Smart Commodities Program. Work with our farmer network and help advance sustainability for small family farms. Travel required. Project management experience, organic farms and poultry experience, preferred. [APPLY HERE](#)

If you are interested in placing a classified ad in OTA's News Flash or learning about other digital advertising opportunities, contact [Cassandra Christine](#).

Webinar Opportunities

Looking to establish your company as an industry knowledge expert, educate the marketplace, and reach a high-quality audience? Sponsor an Organic Trade Association education webinar! The Organic Trade Association (OTA) has been the go-to resource for all organic industry participants for over 30 years. Using our platform, sponsors will have multiple opportunities to build brand awareness.

By working with OTA, your marketing dollars will go further through:



Focused Targeting: OTA Webinar attendees are highly targeted individuals whose interests are organic food, fiber, and agriculture. By sharing your content through us, you gain access to an audience composed almost entirely of the type of individuals you want to reach.



Engaged Community: By educating OTA's engaged industry audience, your message will spread faster within the organic industry than it would in a traditional consumer environment and increase your brand awareness.



Trust and Credibility: By sharing your content on OTA's Webinar platform, you benefit from this perception of trust built by over 30 years of dependable work, reinforcing your brand's credibility among organic industry professionals.

Sponsor an OTA webinar - \$1,950 member/ \$2,950 non-member

- Sponsor recognized anywhere we market the webinar with a logo, "sponsored by", or both, including promotional emails, LinkedIn posts, event page, and more.
- Logo placement one slide beginning the webinar as host thanks the sponsor during opening remarks.
- 50-word sponsor statement may be provided and read during opening remarks.



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Webinar Opportunities



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- **Relevance and Value:** Sponsors should provide goods and services of value to members and be relevant to their interests.
- **Editorial Independence:** OTA will maintain editorial independence and ensure that sponsors do not compromise the non-profit's editorial integrity, or the accuracy of information provided.
- **Audience Protection:** OTA will prioritize the well-being and interests of the audience and will avoid promoting or endorsing products, services, or messages that may harm or exploit individuals or communities, especially vulnerable populations.



Payment Information

- All digital engagement opportunities are billed at published net rate card costs. No further discounts or agency commission granted.
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- No paid content will be run for past-due accounts.
- 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.