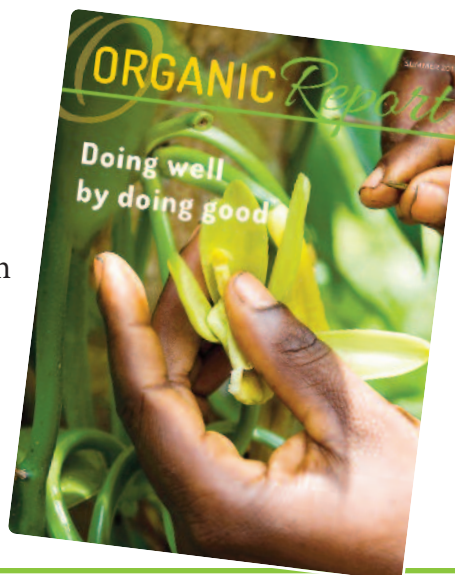


ORGANIC Report

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 25,000+ 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 2021	March 2021	December 31, 2020	January 15, 2021
Fall 2021	September 2021	June 30, 2021	July 15, 2021

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 the print *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
Outside Back	\$3,850	Not available
Inside Front or Back	\$3,550	Not available
Full page	\$3,040	\$3,555
Half page	\$1,700	\$2,215
Quarter page	\$975	\$1390
Classified ad	\$50 (20 words)	\$150 (20 words)



AD SPECS:

DISCOUNTS: 2x = 10% discount

Full Page Print

DISPLAY: Non-Bleed: 7.5"x 10" — Bleed: 9"x 11.5"

Note: bleed allowance is .25" on all four sides.

Crop marks must be outside of live area.

Half Page Print

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

Quarter Page Print

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

Note: Page trim size: 8.5"x11"



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

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 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.