

# ADVERTISING RATES & INFORMATION

effective April 2009

# Ch<sup>natural</sup>oices



## The Davis Food Co-op Newsletter

Actual page size = 10.75" wide x 11" tall  
1 column = 1.917"  
2 column = 4"

Don't see  
the ad size you  
want here? More  
sizes, rates and  
information are  
on the back of  
this sheet

Natural Choices is the official newsletter of the Davis Food Co-op, a member-owned full line supermarket specializing in natural and organic food. The Co-op has over 9,000 active member households who anticipate the arrival of their newsletter on the **first day of each month**. It is direct mailed to their homes 11 times per year with the July/August issue being combined.

Filled with informative articles on the latest discoveries, trends and concerns in the food industry, recipes, and issues of local relevance to the greater Davis community, Natural Choices is often read from cover to cover by the Co-op membership every month.

Natural Choices is always available to the 1,000 shoppers at the Co-op every day and available on free publication racks throughout Davis all month long.

**Combined readership of  
Natural Choices is estimated  
to be over 10,000 people every month.**

1 col x 6"  
**\$120**  
(\$20 pci)

1 col x 2"  
**\$45**  
(\$22.50 pci)

1 col x 4"  
**\$80**  
(\$20 pci)

1 col x 3"  
**\$60**  
(\$20 pci)

## NUTS AND BOLTS:

Provide ad copy and any desired images (digital or hard copy) and we'll make your ad look great! Ad cost includes initial design and minor monthly changes. Major design changes will be billed at \$50 per hour. You may provide digital files in these formats only please:

- Adobe Acrobat PDF files with all fonts and images encapsulated
- TIFF, JPEG or EPS files as long as all fonts are rasterized.
- Digital files may be emailed if they are under 3 MB or they may be put on a CD.

## DEADLINES:

Space must be reserved by the first of the preceeding month. Artwork must be received by the eighth of the preceeding month.

## CONTACT:

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## Natural Choices Advertising Rates

Actual page size = 10.75" wide x 11" tall

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Take  
10% off  
the listed  
rate when you  
advertise 6  
months or  
longer!

			2 col x 7" <b>\$280</b> (\$20 pci)
			2 col x 5" <b>\$200</b> (\$20 pci)
		2 col x 4" <b>\$160</b> (\$20 pci)	
	2 col x 2.5" <b>\$100</b> (\$20 pci) <i>business card size</i>		