

PROVENDER ALLIANCE

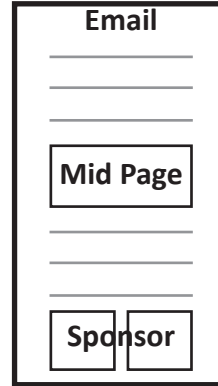
NOURISH • EDUCATE • INSPIRE

2018 Ad Rates & Information

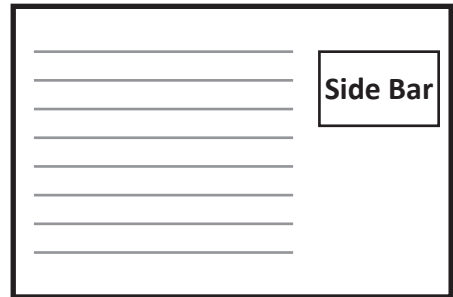
Reach Northwest natural products
decision-makers through our E-Mail,
Provender Journal, and annual
Conference Program

Ad Costs

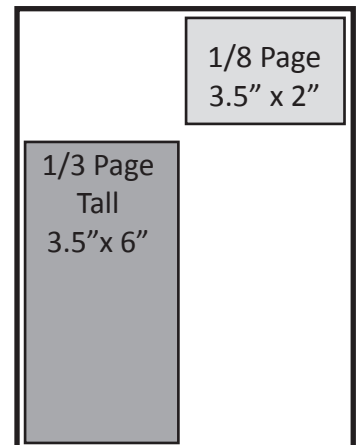
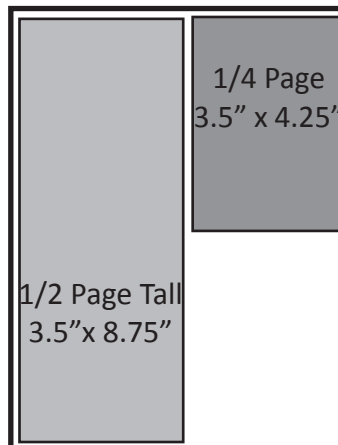
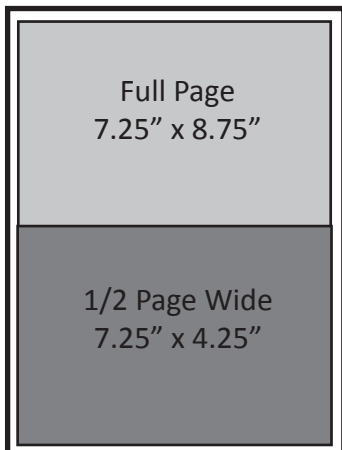
<u>Email Ads</u>	1 Issue	4 Issues Journal Anncmnt.	12 Issues Journal & E-News
		<i>20% disc.</i>	<i>25% disc.</i>
Mid Page Ad (400px max width)	\$40	\$128	\$360
Bottom Page Sponsor (200px x 200px)	\$25	\$80	\$180



<u>Website Blog Ads</u>	1 Month	6 Month	12 Months
		<i>20% disc.</i>	<i>25% disc.</i>
Article Side Bar (360px x 200px)	\$30	\$144	\$270
Blog Overview Side Bar (360px x 200px)	\$25	\$120	\$225



<u>Conference Program Ad Rate</u>		
	Without Digital Contract	With Digital Contract
Ad size		<i>25% disc.</i>
Full Page	\$700.00	\$525.00
1/2 Page	\$370.00	\$275.00
1/3 Page	\$250.00	\$185.00
1/4 Page	\$195.00	\$145.00
1/8 Page	\$105.00	\$ 79.00



All prices are in U.S. dollars.

Provender Alliance Advertising Contract

Business Name _____

Marketing Contact Name: _____ E-Mail: _____

Accounts Payable Contact Name: _____ E-Mail: _____

Mailing Address _____

City, State/Province _____ Zip/Postal Code _____ Phone _____

Electronic Ads for E-mail and Website

Please indicate below what types of ads you would like to place. You may advertise in all locations simultaneously. Additional discounts are available for multiple location advertising. Contact the office for details.

E-news

1 Issue (mth _____)

4 Issues (Mar/June/Sept/Dec)

12 Issues

Website Blog Ads

Article Side Bar:

1 Month (mth _____)

6 Months (Start Date __/__/__)

12 Months

Overview Side Bar:

1 Month (mth _____)

6 Months (Start Date __/__/__)

12 Months

Conference Announcement Print Ad:

Yes No

If you elect to advertise in the Conference Announcement, please indicate what size your print ad is:

full page

1/2 page tall

1/2 page wide

1/3 page

1/4 page

1/8 page

I have read and understand the terms of this contract.

Your Signature

date

Signature of Provender Representative

date

A copy of this agreement, signed by both parties, will be sent to you for your records.

Our Members

The Pacific Northwest has been one of the hottest and fastest growing markets for natural foods and other natural products. Provender members stay well informed and are the decision makers of the industry. They read *Provender Journals* to find useful solutions and timely articles.

They support advertisers who support Provender. Most *Journals* are read cover to cover and passed around among every employee because *Journal* articles are written about issues our members deal with on a day to day basis and contain Member News to keep everyone up to date.

Provender Alliance

Provender Alliance began in 1977, and is a non-profit membership organization based in the Pacific Northwest and provides education, outreach, and networking to natural products and related companies. Members represent retailers, distributors, processors, brokers, consultants, and individuals from British Columbia, California, Idaho, Montana, Oregon, Washington, in addition to areas outside of the Northwest.

Important Information

- Ad deadlines:
The 1st day of the month in which your ad will be place. E-Journals are published March, June, September, and December.
- **Conference Program ad deadline is September 1.**
- Conference Program Ads must be black and white. They can be submitted electronically in PDF or JPEG format, 300dpi.
- Electronic Ads must be submitted electronically in .jpg, .gif, .tiff, or .png formats. Please contact the office if you have questions.
- You will be billed for your ads after publication.
- If you cancel mid-contract, you will be billed at the rate for the number of ads actually placed.

Provender Journal and Conference Program

The *Provender Journal* is a quarterly publication sent electronically to over 1000 buyers, owners, managers, and employees of Pacific Northwest natural foods businesses and organizations. The *Journal* resides on our website, where it is accessible to everyone. The *Journal* covers a wide range of topics, from herbs to taxes to marketing to personnel issues. The *Journal* is a great place for industry leaders to see your company's products and services.

Provender Alliance sponsors an annual Educational Conference in the Northwest with keynote events and over 25 workshops. It provides a cooperative atmosphere for members to teach and learn from one another and network about the natural products industry. The Conference Program, containing the conference schedule and advertising, is given to every attendee.