

PROVENDER ALLIANCE

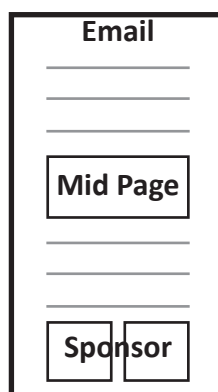
NOURISH • EDUCATE • INSPIRE

2019 Ad Rates & Information

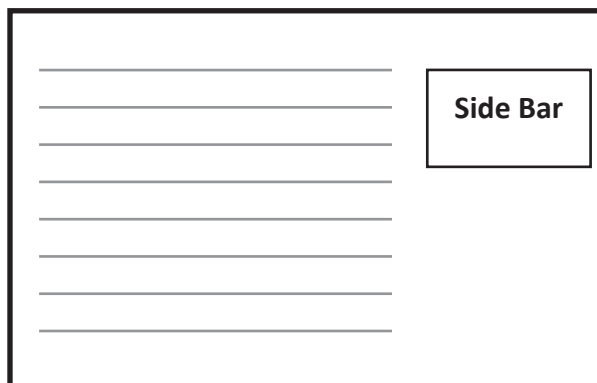
Reach Northwest natural products
decision-makers through our E-News and e-
Journal, and on our website

Ad Costs

Email Ads	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



Website Blog Ads	3 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



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 placed. E-Journals are published March, June, September, and December.
- 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 e-Journal and e-News

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

The Provender e-News is sent out electronically weekly to over 1000 subscribers. The e-News has a 38% open rate and features the latest news and job openings from our members as well as relevant news about Provender and the Annual Educational Conference.