

Coop Scoop Advertising Contract



ADVERTISING POLICY

The purpose of advertising in *The Coop Scoop* is twofold:

1) to offer local businesses the opportunity to share information about their goods and services with our readership, and 2) to help defray publication costs.

The Coop Scoop is an 8-page, quarterly publication which provides information to the Kalamazoo community about the People's Food Co-op, food, health and environmental responsibility. We print a thousand copies, 500 of which are sent directly to our very diverse membership, the balance of which are distributed to local businesses and public spaces.

- Rate is \$60 for 2" x 2" ad size per issue, or \$50 per issue when for 4 or more issues.

- Larger ad sizes and fees:

<u>size</u>	<u>dimensions</u>	<u>fee for one issue</u>	<u>fee for 4 issues</u>
1/8 page	1.875" x 4.875"	\$110.00	\$375.00
1/4 page	3.625" x 4.875"	\$200.00	\$650.00
1/2 page	7.5" x 4.875"	\$375.00	\$1200.00
full page	7.5" x 10"	\$750.00	\$2000.00

- Initial design of an ad is free. If there is a need to redesign an ad for a later issue, there may be an additional fee for that work.

- *The Coop Scoop* editorial staff has the right to refuse any ad.

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Date _____

Business Name _____

Address _____

Contact Person _____ Phone _____

Ad Size (circle one) regular 1/8 page 1/4 page 1/2 page full page

Number of issues _____ Starting Issue: _____ Final Issue: _____

Cost of Ad _____ Paid: _____ cash _____ check # _____ to be billed

If we design, should we show you the finished ad before publication? yes ___ no ___

Signed: _____ PFC Representative _____

Other Details:

Contact Chris Dilley at 381-2716 with any questions.

Please make check payable to: People's Food Co-op of Kalamazoo.

Thank you very much for your support of Kalamazoo's coolest cooperative downtown grocer.