

THE 2011 NON-GMO SOURCEBOOK

ADVERTISING RATE INFORMATION

The *Non-GMO Sourcebook* is the world's only "farm to fork" guide to suppliers of non-GMO products. More than 700 suppliers worldwide are listed, including seed companies, grain suppliers, exporters, and processors, ingredient manufacturers, food processors, and companies providing related products and services.

Connect with potential buyers

Advertising in *The 2011 Non-GMO Sourcebook* is a cost-effective way to connect with buyers of non-GMO and organic products worldwide. Your ad will reach a targeted market of over 4500 prospects who produce, buy, or sell non-GMO and organic products. *The Non-GMO Sourcebook* is distributed at trade shows and conferences, including Natural Products Expos West and East, All Things Organic, IFT Food Expo, Midwest Specialty Grains Conference, Organic Expo Canada, BioFach World Organic Trade Fair, Organic Farming Conference, Green Festivals, and others.

Mechanical requirements

| AD SIZE | WIDTH | DEPTH | Advertising rates | |
|---------------------|-----------|------------|-------------------|------------|
| | | | 1-COLOR | FULL-COLOR |
| FULL PAGE | 8.167 in. | 10.361 in. | \$1410 | \$2010 |
| 1/2 PAGE HORIZONTAL | 8.167 in. | 5.167 in. | \$815 | \$1190 |
| 1/2 PAGE VERTICAL | 4 in. | 10.361 in. | \$815 | \$1190 |
| 1/4 PAGE | 4 in. | 5.167 in. | \$475 | \$770 |
| 1/8 PAGE | 4 in. | 2.5 in. | \$295 | \$480 |
| 1/16 PAGE | 1.91 in. | 2.5 in. | \$190 | \$350 |
| LOGO ABOVE LISTING | | | \$170 | \$300 |

Cover Ads: \$100 extra for full-color ads on inside front, inside back, and back covers

Free logo above your listing

Advertisers placing full, 1/2, 1/4, or 1/8 page ads can place a company logo above their Sourcebook listing at no extra charge.

- Preferred format is press optimized PDF file with fonts embedded. Save PDF with registration/crop marks.
- Display ads can also be in QuarkXpress 4.1-7.2 for the Macintosh. Send fonts (we require postscript fonts) and appended photos, if any, with ads.
- For full-page advertisement, add 1/8 inch bleed on all sides. Trim size is 8.5 x 11 inches.
- 150 line screen, 300 dots per inch.
- Save native photos at 300 dpi.
- Files can be emailed, sent via "Yousendit" or on a Mac-readable CD
- Cost to typeset unformatted ads is \$50

Get reimbursed for 50% of ad cost

US-based companies and agricultural cooperatives may be eligible to be reimbursed for 50% of ad costs through the State Regional Trade Groups (SRTG) Branded Program. For more information contact the SRTG in your region: Food Export Association of the Midwest USA 312-334-9200; WUSATA (West) 360-693-3373; SUSTA (Southeast), 504-568-5986; Food Export USA (Northeast), 215-829-9111.

Important dates

- Advertising reservations: August 1, 2010
- Deadline for receiving ad materials: August 15, 2010
- Publication date: October 2010

Reserve your space

Call 1-800-854-0586 (U.S. and Canada) or 1-641-209-3426; fax 1-641-209-3428; or e-mail ken@non-gmoreport.com