



Concord Food Co-op

The Natural
Community Market



Newsletter Advertising

for the **Natural Buzz** monthly newsletter!

Have you considered advertising in the Concord Food Co-op newsletter? The Natural Buzz offers a great opportunity to connect with like-minded New Hampshire residents who care about natural foods, holistic health, and green living.

We hope you'll consider the advantages of advertising with us.

- Connect with local shoppers
- 96% of our members live in New Hampshire
- 35% of our members live in Concord
- Connect with the Lake Sunapee Region through our New London store
- Reach a targeted, well-educated audience interested in holistic and environmentally conscious businesses
- Distributed through email
- Published on our website for the public
- Promoted via Facebook and Twitter
- Approximately 3,000 email subscriptions
- Beautiful full-color newsletter, published monthly
- Variety of advertising package plans
- Substantial discounts for ad frequency
- Additional 10% discount for ad packages that are paid for up front

Read on for our advertising rates, and learn how you can place your ad in the **Natural Buzz today!**

If you would like to place an ad or have any questions, please contact our marketing department at 603-225-6840 or paige@concordfoodcoop.coop.

Ad Rates

2016 Newsletter Schedule

| Issue | Ad & Payment due by |
|-----------|---------------------|
| January | December 1st, 2015 |
| February | January 1st, 2016 |
| March | February 1st, 2016 |
| April | March 1st, 2016 |
| May | April 1st, 2016 |
| June | May 1st, 2016 |
| July | June 1st, 2016 |
| August | July 1st, 2016 |
| September | August 1st, 2016 |
| October | September 1st, 2016 |
| November | October 1st, 2016 |
| December | November 1st, 2016 |



Business Card 3.5" x 2"

| Frequency | Price per issue | Total price* |
|-----------|-----------------|--------------|
| 1 issue | \$80 | \$80 |
| 3 issues | \$75 | \$225 |
| 6 issues | \$70 | \$420 |
| 12 issues | \$65 | \$780 |

Quarter Page 3.75" x 5"

| Frequency | Price per issue | Total price* |
|-----------|-----------------|--------------|
| 1 issue | \$150 | \$150 |
| 3 issues | \$140 | \$420 |
| 6 issues | \$130 | \$780 |
| 12 issues | \$120 | \$1440 |

Half Page 8.5" x 4"

| Frequency | Price per issue | Total price* |
|-----------|-----------------|--------------|
| 1 issue | \$275 | \$275 |
| 3 issues | \$255 | \$765 |
| 6 issues | \$235 | \$1410 |
| 12 issues | \$215 | \$2580 |

Full Page 8.5" x 11"

| Frequency | Price per issue | Total price |
|-----------|-----------------|-------------|
| 1 issue | \$600 | \$600 |

*** Add a 10% discount for package plans that are paid for up front!**

If you purchase a six-ad or twelve-ad package or begin your series of ads later in the year, they will carry over into the next year's newsletter schedule.

The above schedule is subject to change.





Acceptable Ad Formats:

All ads should be submitted in CMYK high resolution or at least 300 dpi

- PDF • EPS • JPG • TIFF

Submission: & Deadlines

Email ads to: paige@concordfoodcoop.coop or call 603-225-6840. Ads may be placed one month before the issue date. For example, ads for the September issue should be received and paid for by August 1st. See the full schedule on the preceding page. The newsletter is generally sent out during the first week of the month.

Ad Design:

If you'd like an ad designed for the Co-op newsletter, one of our design staff would be more than happy to help. We offer business card-sized ad design for a reasonable rate of \$85. Additional sizes are available and priced upon request. If you would like to use the ad for purposes outside the Co-op Natural Buzz newsletter, there is an additional \$85 charge.

Checks should be made to the "Concord Food Co-op" and mailed to: Concord Food Co-op, Attn: Marketing, 24 South Main Street, Concord, NH 03275



About our Stores

The **Concord Food Co-op** is a full-service natural foods grocery store and café with an active membership of approximately 7,000 households in the greater Concord area. Our expansive store allows us to provide customers with a large variety of high quality organic foods and environmentally responsible products. The **Concord Food Co-op of New London** is our sister store. The community Co-op opened in the summer of 2009 and offers similar products to our Concord store. The Co-op is proud to carry a strong selection of local and regional products, helping to support the local farms and businesses of our area.

We aim to...

- Provide our community with high quality natural and organic foods and environmentally sound products at reasonable prices.
- Create a personable and friendly place to shop, with the product diversity to satisfy the grocery needs of most ecologically and health-conscious households.
- Support environmentally and socially responsible producers and suppliers, including purchasing local and regional products where available within our price and quality standards.
- Provide service that is cheerful, courteous and knowledgeable.
- Be a resource to our membership by providing information on health and nutrition, and social, political and economic issues related to food, and by promoting awareness of the value of consumer control through the cooperative system.
- Conduct our affairs according to consumer cooperative and financially sound principles and act as a supportive and caring employer.

