

2010 RAFFL Locally Grown Guide - Advertising Confirmation Form

Return of this form with a check will secure your ad space in the 5th Annual RAFFL Locally Grown Guide, a directory of local farms, farmstands, farmers' markets and restaurants, retailers and specialty food producers that use or sell locally grown food and agricultural products read by 40,000 residents and visitors to the Rutland Region.

Name of Business: _____

Contact: _____

Address: _____

Zip: _____

Phone #: _____

E-mail: _____

Website URL: _____

Ad size (please check one):

Full Page [10.25" x 16"]: \$2,400

Full Page - Farm Rate: \$2,160

1/2 Page [10.25" x 8"]: \$1,200

1/2 Page - Farm Rate: \$1,080

1/4 Page [5.12" x 8"]: \$600

1/4 Page - Farm Rate: \$540

1/8 Page [5.12" x 4"]: 300

Business Card [3.4" x 2"]: \$100

*****Farm rates 10% off for 1/4, 1/2 & full page ads*****

Amount Enclosed: \$ _____

Signature: _____

Please sign above, and mail along with a check payable to RAFFL to:

RAFFL, c/o Lindsay Arbuckle, P.O. Box 561, East Poultney, VT 05741

Deadlines:

- A signed copy of this form and payment are required up front to reserve ad space.
- Art files must be received no later than Thursday, April 1, 2010.

Advertising Prices and Specifications:

All Ads must be submitted in .PDF (Portable Document Format). This format consistently provides quality digital output with minimal errors. Files should be saved at the

size at which they will print. Many Adobe and Microsoft layout products can make a .pdf file, simply by choosing "Save as... PDF." Others require you to own a copy of the software Adobe Acrobat. All files created from Adobe Illustrator, InDesign and Photoshop must have TRANSPARENCY LAYERS FLATTENED. (In Illustrator and Photoshop, flatten the file before saving the .pdf. In InDesign, when exporting to .pdf, under "Advanced," choose "High Resolution" for Transparency Preset.) Always embed 100% of the fonts.

Please Submit your Ad via email to guide@rutlandfarmandfood.org. You must include the name of the advertiser in the subject line of your email. In the body, please include the size of the ad and any other info you think we should know. Please note that we cannot accept an email attachment greater than 5MB. If your ad is larger than 5MB please contact us for submission details.

Thank you for supporting the Rutland Area Farm and Food Link's 5th Annual Locally Grown Guide!