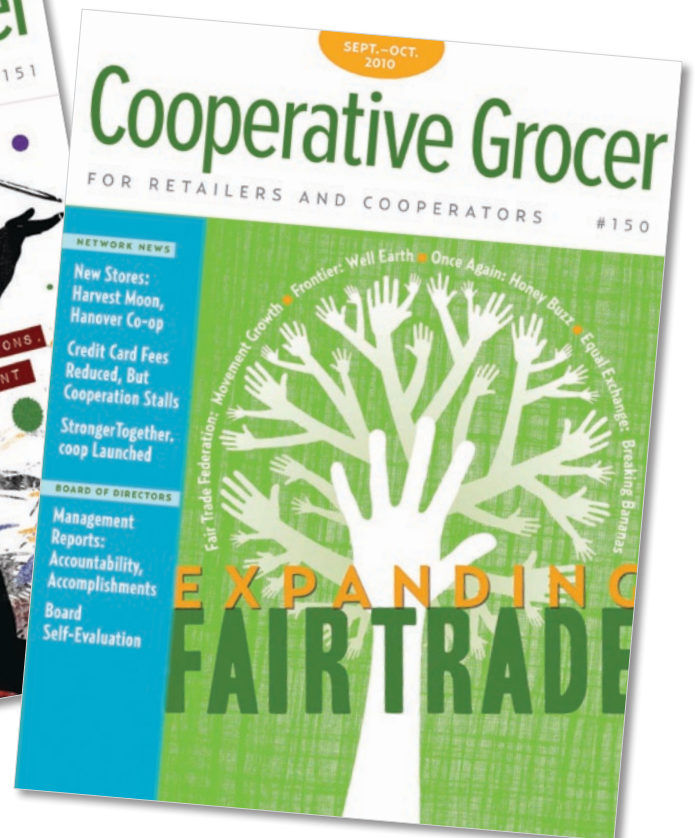
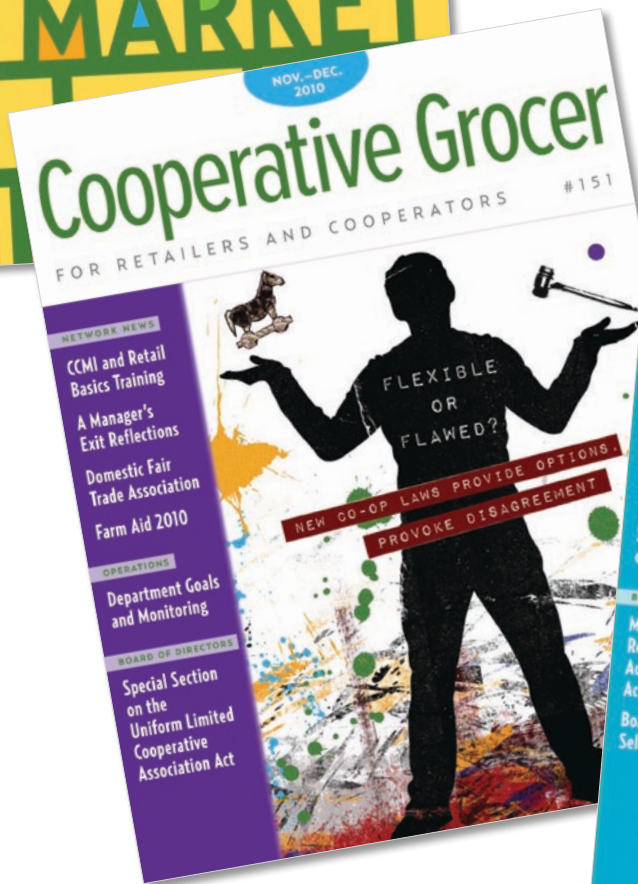


Reach Food Co-ops Across North America



“Cooperative Grocer is the perfect complement to the standard industry publications.”



Advertise in the Cooperative Grocer magazine and website

“Cooperative Grocer offers a unique slant on our business. Our staff and board of directors read it closely.

We appreciate the research and broad perspective, and the statistics have been invaluable.”

If you want to reach cooperative retailers throughout North America, **Cooperative Grocer** is ideally suited for your purpose.

Cooperative Grocer is distributed throughout the U.S. and Canada to cooperatively owned food retailers. Bimonthly circulation is 2,000, reaching 350 stores.

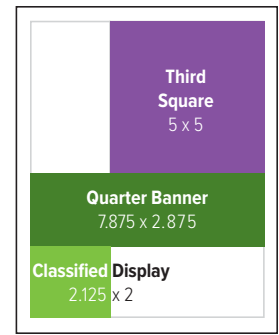
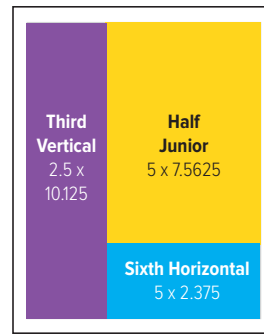
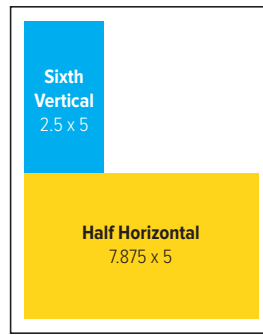
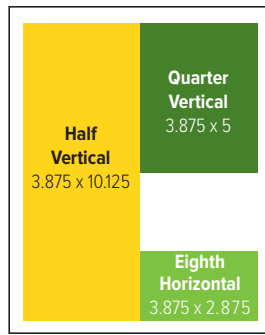
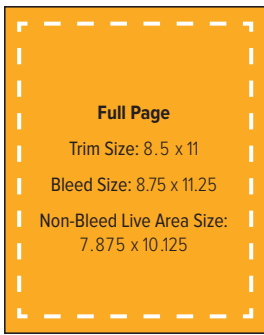
Published since 1985, **Cooperative Grocer** is the trade magazine for co-op managers, buyers, directors and other leaders of these businesses. The editorial copy is aimed at improving all aspects of retail operations and governance. The advertising copy complements our professional, trade focus.

Cooperative Grocer online is our newest opportunity to reach staff and management in all our 350 retail outlets. More than 10,000 visitors to our website view more than 21,000 pages per month.

Web ads may appear on any page of the site, in rotation with other ads. Web advertisers also receive a free, self-administered, one-page listing in our online Co-op Resource directory for the length of the advertising contract, as well as access to an online report of ad views.



“Cooperative Grocer should be read and utilized by all natural food retailers, co-op and otherwise. The articles are **always relevant** to managerial oversight.”



Advertising Rates and Discounts

	Single ad price		3-issue contract (3 issues in 1 year) 10% discount		1 year contract (6 issues in 1 year) 20% discount	
	Color	BW	Color	BW	Color	BW
Back cover	\$1690	–	\$1521	–	\$1352	–
Inside front or inside back cover	\$1550	–	\$1395	–	\$1232	–
Full page inside	\$1320	\$770	\$1188	\$693	\$1056	\$616
1/2 page	\$990	\$528	\$891	\$473	\$792	\$424
1/3 page	\$750	\$396	\$675	\$358	\$600	\$319
1/4 page	\$500	\$308	\$450	\$275	\$396	\$248
1/6 page	\$375	\$275	\$338	\$238	\$300	\$200
1/8 page	\$260	\$187	\$234	\$171	\$208	\$149
Classified display	–	\$75				
Classified text listing	–	\$75	Maximum 175 words			
Web ad, 450 pixels high by 225 wide	\$100/month		includes one-page online directory listing			
Web ad, 225 pixels high by 225 wide	\$50/month		includes one-page online directory listing			

Special Marketplace Section

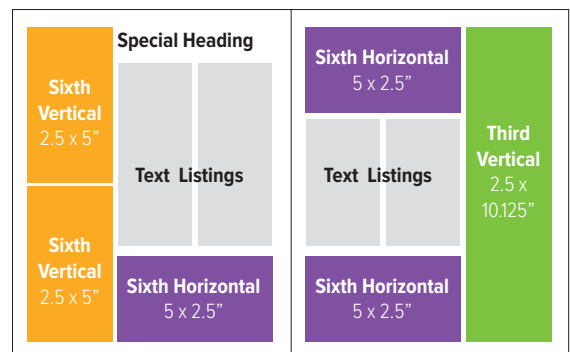
Each issue includes a special opportunity that showcases ads for services or products that directly benefit the staff or boards of natural food co-ops.

Examples include:

- Consultants for space planning, architecture, building expansion and design
- LEED-certified suppliers
- Training and educational opportunities
- Consultants for merchandising, marketing and web design
- Vendors of equipment such as refrigeration, fixtures, shelving, cash registers
- Food service vendors

Marketplace Section advertisers also have the opportunity to provide a 150-word description of their product or service, which will accompany the ads on the same two-page spread.

Space is limited—spots are reserved on a first come, first served basis. All Marketplace ads must be run for three consecutive issues.



FOUR COLOR ONLY

	3-issue contract (10% discount off the 1-time rate)
1/3 page	\$675 per issue
1/6 page vertical	\$338 per issue
1/6 page horizontal	\$338 per issue

Ad Requirements and Terms

Materials for all print ads are due by the 1st of the month prior to the cover date. Applicable dates: Feb. 1, April 1, June 1, Aug. 1, Oct. 1, Dec. 1.

Materials for web ads are due by the 1st of the month requested. Applicable dates: Jan. 1, Feb. 1, March 1, April 1, May 1, June 1, July 1, Aug. 1, Sept. 1, Oct. 1, Nov. 1, Dec. 1.

Print or web ad materials should be sent:

- In electronic format (as an email attachment or FTP link) to ads@cooperativegrocer.coop.
If more than one file is being sent, please use a compression program and save in .zip format.

We accept the following formats for print ads:

- Adobe Acrobat PDF—please be sure your image files are 300 dpi final size, fonts are converted to outlines, and all images are CMYK or grayscale (not RGB).
- High-resolution (300 to 600 dpi) JPG files with minimal compression.

We accept the following formats for web ads:

- JPG, GIF or PNG, 72 dpi. GIF files may be animated. Maximum file size = 89K.

Ad billing invoices are mailed with the issue in which the ad appears, with 30 day terms. Rates are net to *Cooperative Grocer*.



BANDI EASTER PHOTOGRAPHY

Cooperative Grocer

FOR RETAILERS AND COOPERATORS

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Fax 866/248-0200
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