




**People's Food Co-op**  
Community-Owned Natural Foods Grocery

216 N. Fourth Ave.,  
Ann Arbor, MI 48104  
(734) 994-4589  
<http://peoplesfood.coop>  
[graphics@peoplesfood.coop](mailto:graphics@peoplesfood.coop)

### Ad Dimensions Preview

 2 • 1/3" x 4"

 2 • 1/3" x 8"

 5" x 4"

### Ad Checklist

**Does your ad have borders?**

We may add borders if none are present.

**Does your ad fit the specified dimensions?**

We may adjust ads to fit our layout.

**Are all fonts and graphics included?**

**Is the ad in one of the specified file formats?**

We prefer PDFs and vector-based art.

# People's Food Co-op

## 2012 Connection Ad Rates

### OVERVIEW

The *Connection* is a tabloid format newsletter published five times per calendar year. It has a circulation of 6300 as of January 2012; 6000 of the circulated newsletters are delivered to the households of People's Food Co-op members. The remaining 300 issues are available for free pickup at the People's Food Co-op. The *Connection* can also be accessed online at [http://www.peoplesfood.coop/news\\_and\\_events/newsletter.php](http://www.peoplesfood.coop/news_and_events/newsletter.php)

### BILLING TERMS

Payment for *Connection* ads is due on or before the

issue due date. See below for ad rates and 2012 production schedule.

We reserve the right to reject advertising for any reason. Please contact our Editor for more information.

### UNCLASSIFIED ADS

Text-only ads run on the inside back page of the *Connection* and cost \$0.20 per word for members and \$0.30 per word for non-members. Phone numbers, web sites, and email addresses each count as one word. Please email text ads to [graphics@peoplesfood.coop](mailto:graphics@peoplesfood.coop)

### DISPLAY ADS

Display ads are accepted in three sizes outlined below. PDF and vector-based files (EPS or AI) are preferred, but TIFF, JPG, and EPS are also acceptable. Ads are only accepted electronically.

Digital files should be submitted via email to: [graphics@peoplesfood.coop](mailto:graphics@peoplesfood.coop).

### PAYMENT

Make checks payable to **People's Food Co-op** and delivered to the staff in Education and Outreach. Or, mail your check to: **People's Food Co-op**  
**216 N Fourth Ave.**  
**An Arbor, MI 48104**

## Ad Rates & Sizes

| Display Ad Sizes (w x h) | Member Price | Non-Member Price |
|--------------------------|--------------|------------------|
| 2 • 1/3" x 4"            | \$70         | \$100            |
| 2 • 1/3" x 8"            | \$140        | \$200            |
| 5" x 4"                  | \$140        | \$200            |

## Production Schedule

| Issue         | Ad Due Date       | Posted By*       |
|---------------|-------------------|------------------|
| Election      | March 9, 2012     | March 26, 2012   |
| Spring/Summer | April 30, 2012    | May 18, 2012     |
| Fall          | August 3, 2012    | August 17, 2012  |
| Holiday       | October 12, 2012  | October 30, 2012 |
| Winter        | December 31, 2012 | January 18, 2013 |

\*Although we do our best to stick to production deadlines, delays in printing or mailing, as well as other factors both in and outside our control, may occur. Please keep this in mind when submitting ads of a time-sensitive nature