



470 Lancaster Drive NE | Salem, OR 97301 | [www.tilth.org](http://www.tilth.org) | PH 503.378.0690 | FX 503.378.0809 | [organic@tilth.org](mailto:organic@tilth.org)

Greetings from *In Good Tilth*,

Spiraling costs, the Farm Bill, crisis of food shortages and water, climate change and the encroachment of GMOs all factor into the evolution of organics. The movement is now a constantly evolving industry.

One thing remains constant however, and that is the integrity of Oregon Tilth and the relevance and timeliness of its bimonthly magazine *In Good Tilth* (IGT).

By display advertising in the pages of IGT, your company benefits from:

- Wide ranging distribution. Split between pickup locations in the Pacific Northwest and the Midwest, and direct mailing to Oregon Tilth's certified operators, supporting members and organizations globally.
- The timelessness of theme issues including Soil, Kids, Sustainability, Textiles, Processing, Water, Organic Alcohol, Organic Seeds to name a few. These issues continue to be relevant well past the cover date of a given issue.
- A target demographic of readership attuned to the value of health, gardening, and organic products for themselves and solutions for organically managing their crops and products.
- Highly competitive ad rates, designed to give advertisers the best value for their advertising dollar.
- Associating with Oregon Tilth, a highly respected nonprofit organization that supports and promotes biologically sound and socially equitable agriculture through education, research, advocacy and product certification. IGT is the most visible and far-reaching project of Oregon Tilth.

Your support as a display advertiser is mutually beneficial. Please take a minute to browse the attached ad rate and spec sheet and sample issue,

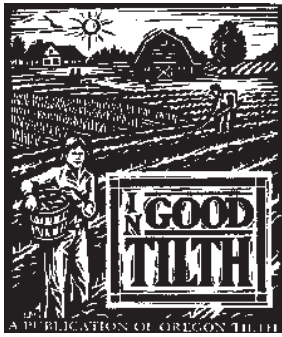
**Note Ad deadlines:**

**May 20 for the July –August edition;** July 20 for the September – October edition; September 20 for the November – December edition, etc. *Note that an ad reservation in advance of the deadline is seriously appreciated, so I can reserve space for your ad in any given issue's layout.*

Please don't hesitate to contact me if there is anything I can do to help you make your decision. I look forward to hearing from you!

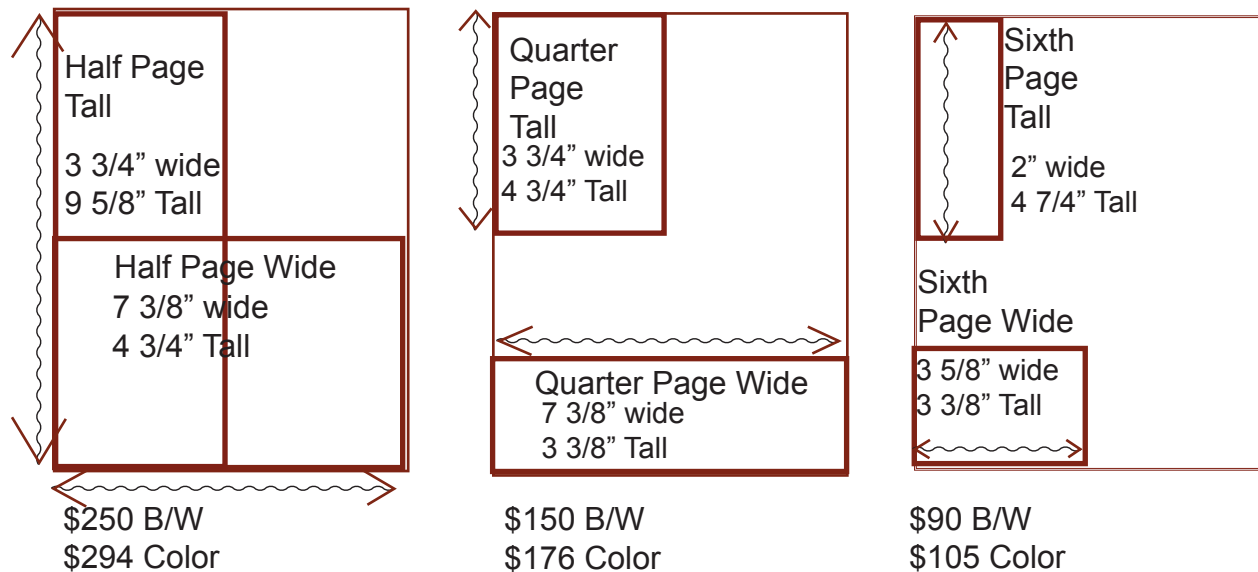
Regards,

Andrew Rodman,  
Editor, *In Good Tilth*  
Oregon Tilth  
(503) 779-3929; [andrew@tilth.org](mailto:andrew@tilth.org)



# In Good Tilth Display Ad Rates

Effective 3/07



**Full page ads are \$500 for B/W - \$588 Color.**

**All color ads are subject to space availability (15 color pages available).**

## Discounts

- Significant discounts are available for ads run on a repeat basis: 10% for 12 issues, 5% for six issues.
- Preferred placement within the paper is also available for just 10% more per issue.

## Deadlines

- *IGT* is published every other month. Ad copy must be received by the submissions **deadlines in bold** for issues scheduled in brackets. Issues hits the streets two weeks prior to bracketed dates: **January 20** (March/April), **March 20** (May/June), **May 20** (July/Aug), **July 20** (September/October), **September 20** (November/December), and **November 20** (January/February).

## Delivery

- Ads can be mailed on CD, or emailed as TIFF, JPEG or EPS format. If EPS, please "flatten" in Photoshop. Please do not send Quark, Power Point files. Please do not reverse ad height and width dimensions.
- To send via email, send at 200 dpi (min) in TIFF, JPEG or PDF formats. (*IGT* is crafted with InDesign.) Send to [andrew@tilth.org](mailto:andrew@tilth.org). It's always best to send a hard copy too! Send to *In Good Tilth*, 470 Lancaster NE, Salem, OR 97301.

For more information or to secure ad space in the next *In Good Tilth*, contact Andrew Rodman, 470 Lancaster NE, Salem, OR 97301; (503) 779-3929, (503) 378-0809 fax, [andrew@tilth.org](mailto:andrew@tilth.org).

For billing questions contact Accountant, 470 Lancaster NE, Salem, OR 97301; (503) 566-3021; (503) 378-0809 fax.