



Serving the Community of Sustainable Farmers, Consumers and Businesses Throughout Pennsylvania and Beyond



Publication Profile

PASSAGES is the newsletter of the Pennsylvania Association for Sustainable Agriculture (PASA). Published six times a year, PASSAGES serves farmers, non-farmers, cooperative extension, agribusinesses, consumers, environmental organizations and others.

PASSAGES combines technical information of immediate use to farmers and growers with thought-provoking articles and ideas for rural and urban readers. A calendar of events, classified ads and editorials round out the newsletter, which varies from 24–32 pages per issue. Circulation is approximately 3,000.

Publisher's Policies

Rates are subject to change on notice from the publisher and become effective for all advertisers with the stated issue and all issues thereafter. Multiple insertion rates will be honored for the length of the obligation.

All advertising is subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertising.

The advertiser assumes liability for the entire content of advertising printed, and also assumes responsibility for any claims arising therefrom made against the publisher.

Display Advertising

Ads are available in many different sizes, PASSAGES offers a display ad to fit every product, service and company. These ads are always placed alongside the text of stories and are your highest impact way to advertise in PASSAGES.

Art & Production Services

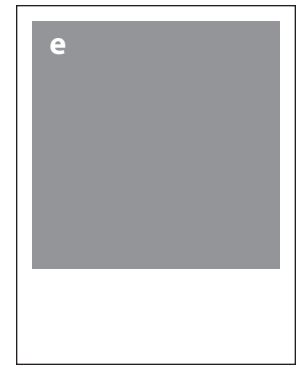
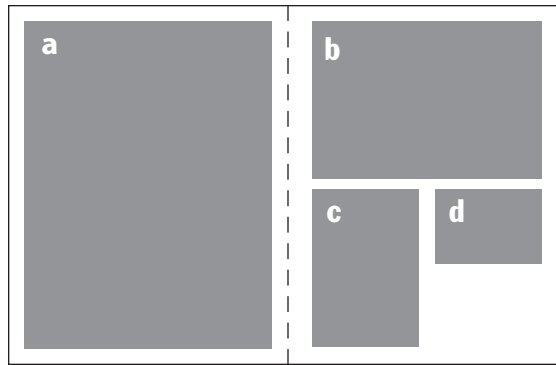
Don't have artwork? Need a current ad modified? We can create an ad for you from original photos, logos, etc. Production time is billed \$45 per hour and can be estimated before ad work. Direct inquiries to Michele Gauger (contact information on back) at the PASA office.

Technical Specifications

Ads may be sent as hard copy or digital files. Acceptable formats are: PDF or TIFF. Please make sure that all type has been converted to outlines. Electronic files should be sent to michele@pasafarming.org. All ads are black & white. Back cover advertising can have one color added.

Display Advertising Rates

Ad Size	Orientation	Dimensions	Single Issue	Full Year all 6 issues
a. Full Page	vertical	8" x 10.5"	\$320	\$1,536
b. Half Page	horizontal	8" x 4.75"	\$240	\$1,152
c. Quarter Page	vertical	3.25" x 5"	\$160	\$768
d. Eighth Page	horizontal	3.25" x 2.25"	\$80	\$384
e. Back Cover	vertical	8" x 8"	\$600	n/a



Display Advertising Deadlines

Issue	Estimated Mailing Date	Deadline
January/February	early February	December 1
March/April	early April	February 1
May/June	early June	April 1
July/August	early August	June 1
September/October	early October	August 1
November/December	early December	October 1

Cancellations

Any cancellations must be received before the display ad deadline. Cancellations after the ad deadline will be invoiced for the full amount.

Billing

Pre-payment is required with order for first time advertisers. All others will be invoiced when the publication is released.

Frequency Discounts

A 20% discounted rate is available to advertisers who commit to an entire year of advertising (6 issues in total). All other rates are for single insertions.

Special Business Member Rates

PASA Business Members receive a 10% discount on all advertising including discounts for full year advertising rates. PASA is a member-based association and our Business & Nonprofit Members are a distinct component of our efforts. If you would like to join PASA, there is space on the order form.

Classified Ads/Opportunities

First 30 words/\$5 and .20/word over 30. PASA members receive one free 30-word ad per year. Classifieds can also be listed on our website free of charge.

Display Advertising Request Form

Business/Organization		
Contact Person		
Type of Business		
Address		
City	State	ZIP
Daytime phone		
Fax		
E-mail Address		
Web Site		

Please reserve ad space for the following issues:

- January/February**
deadline December 1 — mail date: February
- March/April**
deadline February 1 — mail date: March
- May/June**
deadline April 1 — mail date: June
- July/August**
deadline June 1 — mail date: August
- September/October**
deadline August 1 — mail date: October
- November/December**
deadline October 1 — mail date: December

Indicate size ad:

- Full page**
 \$320 (*single issue*) \$1,536 (*full year*)
- Half page**
 \$240 (*single issue*) \$1,152 (*full year*)
- Quarter page**
 \$160 (*single issue*) \$768 (*full year*)
- Eighth page**
 \$80 (*single issue*) \$384 (*full year*)
- Back Cover** \$600 (*single issue*)

Note: If you would like to reserve multiple ads at different sizes, please contact Michele Gauger at 814-349-9856 or michele@pasfarming.org.

Payment Information

Single ad: Price \$ _____ x number of issues: _____	
Discount price for 6 issues	
Discount price for Business Members (10%)	
Interested in Joining PASA? For more information about what PASA membership entails contact Michele Gauger at 814-349-9856.	
PASA Business Membership (\$150)	
PASA Nonprofit Membership (\$100)	
TOTAL	\$ _____

Authorized Signature

X

Mailing Instructions

Send all materials and direct inquiries to:

PASA/PASSAGES Advertising Attn: Michele Gauger PO Box 419 Millheim, PA 16854	phone: (814) 349-9856 fax: (814) 349-9840 michele@pasfarming.org www.pasfarming.org
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