



2005 ADVERTISING OPTIONS

About the North American Strawberry Growers Association

The North American Strawberry Growers Association (NASGA) is a grower-based organization with over 300 members in 33 states, eight provinces of Canada, as well as 14 other countries.

Our mission is to provide education for the industry about production and marketing practices, build a network of resources, and support research to improve the varieties and cultural methods of berry production.

NASGA sponsors an annual North American Berry Conference held in various places in the USA and Canada, and a Summer Tour to visit field production operations. Research projects are supported with a portion of membership dues, as well as through an independent foundation that solicits voluntary contributions from nurseries to fund research.

Advertising Program

Your company's products and services are uniquely presented to a targeted market that encourages participation in a non-competitive network to help the overall industry to grow and prosper. NASGA's advertising sales are handled by **Georgene Thompson**. To place an ad or learn more about your advertising options, call her at: **717-243-1349**
or email: georgenethompson@comcast.net

Targeted Audience

Readership includes small to mid-sized berry production enterprises, many of whom offer farm markets and "pick your own" operations; academic researchers and extension professionals; educators; related government officials; and representatives of other affiliated organizations.

Rights of the Publisher

NASGA reserves the right to refuse or to edit any advertisement for any reason it deems necessary.

NEWSLETTER

- Distributed Spring, Summer, Fall, and Winter to nearly 250 members & 100 related organizations.
- Also archived on the NASGA website.
- Contains feature articles, industry news, research reports, marketing updates, information about members, and events of interest to members.
- Ads priced in black and white; contact us for pricing information on color ads & inserts.
- Discounts for NASGA members.
- Deadlines: Mar. 1, June 1, Sept. 1, & Dec. 1

BERRY BULLETIN SPONSORSHIP

- Quarter page ads in emailed notices to the entire NASGA database of nearly 1000 industry contacts
- Publication dates vary throughout the year, call for current scheduling or to arrange for a specific date
- Discounts for NASGA Members
- Your ad can be hotlinked to your website or email

MEMBERSHIP DIRECTORY

- Publication date -- April
Used by members throughout the year
- Full-page ads are available on the tab pages dividing various sections of the directory

Acceptance Terms for All Advertising

- Discounted rates for NASGA members
- Ads must be camera-ready to receive quoted rates
- Ad design available – call for estimated charges
- Enclosed insertion contract must be used
- Ads are non-commissionable
- Any change in production of repeat or new ad copy may be subject to additional cost
- Payment due before ad is published
- No refunds granted for cancellation of ads after the stated deadline for publication

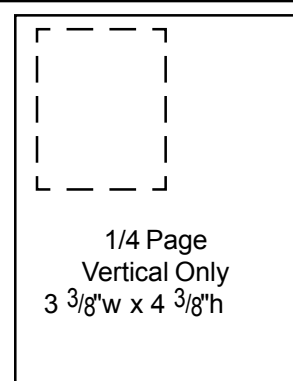
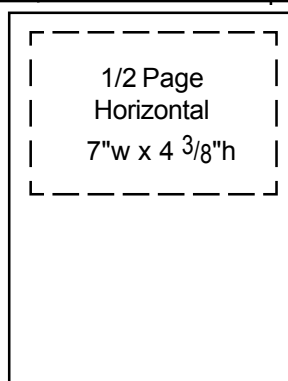
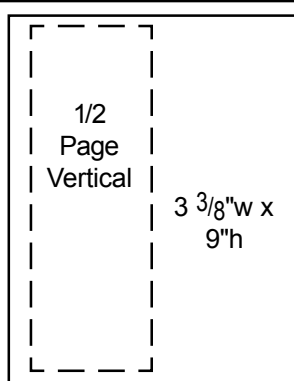
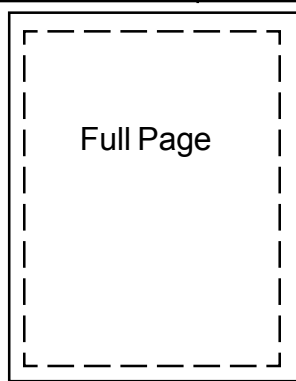
EVENT PARTICIPATION

Gain special recognition by participating in the 2006 North American Berry Conference. Sponsors provide information about their company and products for inclusion in each registration packet, and are recognized at the meeting, in the NASGA newsletter, and on the NASGA website.

NASGA NEWSLETTER ADVERTISING RATES

(Rates are per issue or four issues for full year)

Ad Size	Ad Dimensions	Member Rate	Non-Member Rate	Full Year Member Rate	Full Year Non-Member Rate
Full Page	7" w x 10" h	\$200	\$250	\$700	\$900
Half Page Horizontal	7" w x 4-3/8" h	\$125	\$175	\$400	\$600
Half Page Vertical	3-3/8" w x 9" h	\$125	\$175	\$400	\$600
Quarter Page	3-3/8" w x 4-3/8" h	\$ 90	\$120	\$300	\$400
Inserts	Please Call				



BERRY BULLETIN ADVERTISING RATES

Rates Per Insertion --

Member rate \$200

Non-member Rate \$300

NASGA regularly emails information to the entire database of nearly 1000 names to provide updates and details on meetings and events, as an alert on some issue of importance to the industry, or as a notification about NASGA benefits and services. Sponsors of *Berry Bulletins* receive a 1/4-page horizontal ad that can be hotlinked to your website or email. Because *Berry Bulletins* are distributed on an as needed basis, we can accommodate an advertiser's need for almost immediate distribution. If you are interested in becoming a *Berry Bulletin* sponsor, contact NASGA to discuss ad placement.

2005 MEMBERSHIP DIRECTORY ADVERTISING RATES

Ad Placement	Ad Dimensions	Member Rate	Non-member Rate
Section Tab/Full page	7.75" w x 10.25" h	\$200	\$300

Print Specifications

Line screen: 133-150

Trim Size: 8-1/2 inches x 11 inches

Will accept email, disk, CD, PMT, or negatives right reading, emulsion side down.

For Digital Files: (PC preferred) Hard copy must also be provided when digital files are submitted.

File formats: Adobe Photoshop or Pagemaker, or QuarkXpress (preferred formats)

Documents created in other formats or the MAC platform can only be accepted as PDF files.

Contact us if you need assistance designing your ad for our publications. Design service available for an additional fee.

Ad rates are quoted for black and white copy only; color ads can be printed for additional fees – contact us about rates for color.

Submitting PDF ads: All PDF files should be created using Acrobat Distiller, not PDF Writer. Select 2400 dpi to produce a press-optimized PDF file. It is important to embed all the fonts used in the file.

Enlarging or reducing existing ads: We are working with a professional printhouse, but it's not possible to guarantee print quality when enlarging or reducing existing ads with screens or photos. For optimal print quality, digital ads should be at least 300 dpi. Camera-ready hard copy ads with screens or half-tones are especially prone to lesser quality when enlarged or reduced.

North American Strawberry Growers Association 2005 ADVERTISING CONTRACT



ADVERTISER _____ DATE _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE/PROV. _____ COUNTRY _____ POSTAL CODE _____

PHONE _____ FAX _____ EMAIL _____

____ Please add my name to the mailing list to receive information about the 2006 North American Berry Conference, January 4-6, Savannah, GA

Newsletter -- _____ **Member Rate** _____ **Non-Member Rate**
(Indicate issues in which you want ads and the ad size. See rate sheet for pricing details.)

	Full Page	1/2 Page (Hor.)	1/2 page (Vert.)	1/4 page (Vert. only)
____ '05 Fall issue (Deadline 9/1/05)	_____	_____	_____	_____
____ '05 Winter issue (Deadline 12/1/05)	_____	_____	_____	_____
____ '06 Spring issue (Deadline 3/1/06)	_____	_____	_____	_____
____ '06 Summer issue (Deadline 6/01/06)	_____	_____	_____	_____

Berry Bulletin -- _____ **\$200 Member Rate** _____ **\$300 Non-Member Rate** (Rates are per insertion)

____ Sponsorship of one of NASGA's regular email bulletins includes a horizontal 1/4-page ad hotlinked to your email or website. Scheduled per consultation with Georgene Thompson for _____.

2005 Membership Directory -- _____ **\$200 Member Rate** _____ **\$300 Non-Member Rate**

____ Section Tab, full page (Rates for the 2006 Membership Directory Are Not Yet Available)

Method of Payment (check one) Total Amount \$ _____

____ Check or money order enclosed in U.S. dollars (make payable to NASGA)

____ Charge to: _____ MasterCard _____ Visa

Credit Card # _____ Expiration Date _____

Name on Card _____ Signature _____

Instructions for Submitting Insertion Contract --

IF MAILING, SEND INSERTION CONTRACT AND PAYMENT TO:

NASGA
526 Brittany Drive, State College, PA 16803-1420
814-238-7051

IF PAYING BY CREDIT CARD, FAX CONTRACT TO:

Instructions for Submitting Ad Copy --

____ WE WILL SEND CAMERA-READY ARTWORK BY MAIL TO:

Georgene Thompson, NASGA Editor
2431 Spring Road, Carlisle, PA 17013
georgenethompson@comcast.net

____ WE WILL EMAIL ARTWORK TO:

(To verify accurate electronic transmission, a copy of emailed artwork must also be faxed to 717-243-1586.)

7/8/05 -sgt