

Harvest Source



W H O L E F O O D S J O U R N A L

Dear Advertiser,

I would like to extend an invitation to advertise in the Spring 2009 issue of the guaranteed subscription consumer magazine, *Harvest Source Whole Foods Journal*. The foundation for publishing this magazine comes from our experience working with hundreds of consumers who purchase natural, organic and whole foods each month.

In our premiere issue we expect to mail out 20,000 copies and distribute an additional 50,000 or more copies electronically. This audience is made up of consumers that have already spent money and demonstrated an active buying interest in natural, organic and whole food products. Your advertising would be in both the mailed out hard and e-mailed electronic editions of the magazine. **This gives you a cost per copy of around 2.5 cents per consumer for a full page ad, and even less when you take advantage of a multiple issue contract.** We are convinced that this audience and demographic will benefit from your products, and that advertising with us will help increase your sales.

Attached you will find an advertising rate card. Due to publication deadlines, please let me know as soon as you are able, regarding your interest and ability to be included in the Spring, 2009 issue. We need to have everything finalized as soon as possible with all advertising materials in place by February 16th, 2009.

I look forward to working with you in reaching your marketing and sales goals in the coming year. Please give me a call at my direct number (208) 403-3999 or e-mail me, warren@harvestsource.com at your earliest convenience, to discuss your companies participation.

Sincerely,

Warren Ross
Vice-President of Marketing
Harvest Source Whole Foods Journal
www.HarvestSource.com
Direct 208.403.3999
FAX 208-552-0657
warren@harvestsource.com

Harvest Source – Whole Food Journal

Idaho Falls, Idaho 83402

Display Ad Rates:

COLOR	1x	2x	4x
Back Cover	\$2,205.00	\$2,094.75	\$1,874.25
Front Inside Cover	\$2,028.60	\$1,927.17	\$1,724.31
Back Inside Cover	\$1,940.40	\$1,843.38	\$1,649.34
Full Page	\$1,764.00	\$1,675.80	\$1,499.40
2/3 Page	\$1,323.00	\$1,256.85	\$1,124.55
½ Page	\$1,111.32	\$1,055.75	\$944.62
1/3 Page	\$793.80	\$754.11	\$674.73
1/4 Page	\$670.32	\$636.80	\$569.77
1/6 Page	\$529.20	\$502.74	\$449.82
2 Page Spread	\$3,351.60	\$3,184.02	\$2,848.86

Black & White	1x	2x	4x
Full Page	\$1,499.40	\$1,424.43	\$1,274.49
2/3 Page	\$1,124.55	\$1,068.32	\$955.87
½ Page	\$944.62	\$897.39	\$802.93
1/3 Page	\$674.73	\$640.99	\$573.52
1/4 Page	\$569.77	\$541.28	\$484.31
1/6 Page	\$449.82	\$427.33	\$382.35
2 Page Spread	\$2,848.86	\$2,706.42	\$2,421.53

Market Place Display Ads & Classifieds:

Classified ad orders and text must be received 30 days in advance of publication dates. Payment is due with orders. Rates are \$50 for the first 30 words and \$1 per each additional word.

Market Place Display Ads are available by the column inch, with a 2" minimum purchase. Column size is 2.16" wide x 8" high. Rates are \$110 per column inch. Payment is due with orders.

2009 Advertising Rates

Rate Card #01

Effective 12/01/08

Premiere Issue

Spring 2009

Guaranteed Circulation Magazine

Mailed Circulation 20,000

Electronic Circulation 50,000

**Publication trim size
is 8.25" x 10.75"**

Digital Specifications:

Media CD or E-mail.

File type: EPS, TIFF, or PDF

Resolution: 300 dpi

Compression: None

Color: CMYK

Digital Materials will not be returned unless special arrangements are made.

Advertising Deadlines:

Spring 2009, All materials must be received by February 16, 2008

Summer 2009, All materials must be received by, May 15, 2008

Fall, 2009, All materials must be received by, August 1, 2008

Winter, 2009, All materials must be received by, November 1, 2008

To Place Your Ad Today Contact:

Warren Ross

(208) 403-3999

Fax (208) 552-0657

warren@harvestsource.com