



# The Northwest Berry Foundation

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5261 North Princeton Street, Portland OR 97203-5263

## Thank you for your interest in advertising in the Small Fruit Update.

1. All ads run on our publication and website 1 week/ prime season (March-September), 2 weeks/ off season (October through February).
2. Our Advertising rates are as follows:
  - Full Page (7" x 9. 5/8") Ad: **\$1000**
  - Half Page (7" x 4 5/8") Ad: **\$500**
  - Quarter Page (3 3/8" x 4 5/8") Ad: **\$250**
3. Payment is due two (2) business days before the ad is to be published, unless design services are requested. See Design Services for more details.
4. The ad will be located before the calendar section of the Small Fruits Update. This is typically page six, however due to research updates, important announcements, and other urgent content, this may push the space to pages seven or eight.
5. Ad specifications: We have two sets of guidelines, depending on whether the ad is ready now, or needs to be designed by our marketing team.

### a) Ad is ready now.

- We accept these file types: png, jpg, or pdf.
- Files must have a resolution of 150 dpi or greater.
- Please consult dimensions above and ensure that the ad will fit in the space purchased. NBF is happy to assist with resizing. Please contact us for design service fees.



## **b) Design services.**

- Design services start at \$80. This gives the purchaser two hours of design, plus approval of proofs.
- We charge \$40/hr. after the initial 2hour design/ proof if you would like to provide more detailed guidance, such as requiring additional proofs or wanting to see multiple versions of the same ad.
- Our marketing team needs the following provided to begin work:
- Heading/ Title
- Logo
- Tagline
- Any web links or other information
- Materials must be submitted 5 business days before publication, or rush fees may apply.
- Once a design proof has been sent, purchasers have 48 hours to approve or request changes.
- We must receive payment before we begin designing the ad.

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- *Logo*
- *Tagline*
- *Any web links or other information*
- *Materials must be submitted 5 business days before publication, or rush fees may apply.*
- *Once a design proof has been sent, purchasers have 48 hours to approve or request changes.*
- *We must receive payment before we begin designing the ad.*

**If you are interested in advertising or have additional questions, please email [info@nwberries.org](mailto:info@nwberries.org).**

