



Advertising Pack

We provide advertising opportunities for individuals, businesses, or organizations to utilize our platform for promoting their industry related products, or services.



(503) 285-0908



www.nwberryfoundation.org



info@nwberries.org



Portland, OR



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Hello There!

NORTHWEST BERRY FOUNDATION
SPONSORS WELCOME PACKET



Thank you for your interest in advertising with NBF.

Do you have an industry-specific announcement, event, farm sale, product, or service that you want to showcase? We provide advertising opportunities for individuals, businesses, or organizations to utilize our platform for promoting their industry related products, or services.

All ads are circulated through our newsletter, [The Small Fruit Update](#). Additionally, our ads are displayed at the top of the publication for that week on our website. [See this example](#) under the **“this weeks ad”** heading for reference of the display.

Our ads circulate for 1 week during our prime field season from March–September, and for 2 weeks during our off season from October through February. Additionally, some ads circulate on our social media channels. Please note that we do have some disclaimers and guidelines outlined [here](#).



Julie Pond

EXECUTIVE DIRECTOR

Why People Advertise with Us

We believe in leveraging our connections to grow the berry community in the Pacific Northwest. By doing this, we offer all our advertisers with an opportunity to expand their presence in the industry by using our platform to highlight their business, product, or service.

Introduce your Ag brand.

Ad Visibility

Share your message with our extensive network of thousands of growers and researchers.

Ad Flexibility

We provide diverse advertising options such as events, agricultural products, announcements, and job opportunities.

Showcase Impact

Promote the contributions of your business, school, or organization's products and services to the Pacific Northwest berry industry.

Ad Circulation

All ads are circulated on our website, Small Fruit Update, as well as social media channels.



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Advertising Rates.

NORTHWEST BERRY FOUNDATION
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	Full Page	Half Page	Quarter Page
Size	7" x 9. 5/8"	7" x 4 5/8"	3 3/8" x 4 5/8"
Pricing	\$750	\$500	\$250

 All ads are subject to processing fees

CONTACT US ABOUT SPONSORSHIP DISCOUNT OPTIONS WHEN YOU PURCHASE 2 OR MORE ADS.

Guidelines for Advertising:

1. Review our design specs and advertising disclaimers
2. Select and pay for your ad size. You have the option to choose our in-house design services or you can send us your ad to publish. Please ensure that your ad dimensions fall within our guidelines as outlined in this document.
3. Payment is due two (2) business days before the ad is to be published, unless design services are requested.
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. If you choose our design services, we will send you an email to proof the ad before publishing it in The Small Fruit Update.



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Your Next Steps.



Kickoff Checklist

NORTHWEST BERRY FOUNDATION
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SELECT AND PAY FOR YOUR AD

If you haven't already, please select and pay for your ad. You can do so here:

- Purchase a [quarter page ad](#).
- Purchase a [half page ad](#).
- Purchase a [full page ad](#).

SELECTING AN AD WITH DESIGN SERVICES

When you select your ad, please know that you have the opportunity to select design services. When you select this option, our team will be notified and will reach out to you with all of your design specifications to ensure that your ad is delivered to your expectation.

If you select design services, please allow two business days for your ad mockup to be generated.

SELECTING AN AD WITHOUT DESIGN SERVICES

Selecting an ad without design services means what you already have, or will be designing your own ad. Please review our ad dimensions and send us your ad in one (or more) of the following formats:

- PDF
- JPG (150 dpi)
- PNG (150 dpi)
- Any raw files you may have (.ai, .eps, .psd, indd or Canva)

When you send us your ad, please email abby@nwberries.org or info@nwberries.org.

Contact us about sponsorship discount options when you purchase 2 or more ads.



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Terms & Conditions.



Advertising Disclaimers

NORTHWEST BERRY FOUNDATION
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All sponsor benefits may include the promotion of an industry event, product, or service. Please be aware that The Northwest Berry Foundation does not endorse any content promoted through the sponsorships or ad content circulated through our communication channels.

We maintain the right to reject any submissions that do not align with the guidelines outlined in this packet.

NBF sponsorships aim to foster the growth of the berry industry across the Pacific Northwest, positioning us as essential communicators in promoting overall development in the region.

All mockups below depicts an accurate representation of how each sponsor can anticipate the final deliverable.

Please note that all platinum sponsors are responsible for providing us with the content for the article, commentary, and forum topic. If you need help designing your ad, please contact the NBF Team.

All submissions will be reviewed before publication.

**Contact us about sponsorship discount options when you
purchase 2 or more ads.**



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Frequently Asked Questions.



Advertising FAQ's

NORTHWEST BERRY FOUNDATION
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HOW LONG WILL MY AD BE IN THE SFU?

All ads run on our publication and website for 1 week during prime season (March–September), or for 2 weeks during off season (October through February).

CAN I RUN MULTIPLE ADS?

Yes you can run as many ads as you like. Typically, we only have four (4) spots for a quarter sized ad, two half ads or a full page per publication. This ensures that all ads are given premium space for people to view ads in our publication.

I AM SELLING A PRODUCT OR PROPERTY. CAN I ADVERTISE IN THE SFU?

Yes! One of the benefits of our pricing structure is that its based on specified dimensions and not ad type.

DO YOU HAVE AN EXAMPLE OF AD SIZES AND TYPES?

Yes. Please see [this page](#) for ad mockups



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General FAQ's

NORTHWEST BERRY FOUNDATION
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DO I PROVIDE WORDING FOR NBF TO PROMOTE?

Yes. All advertisers are required to submit all wording and logo files needed to design their ad.

WHAT ARE THE DIMENSIONS FOR MY ADS?

Full Page (7" x 9.5")

Half Page (7" x 4")

Quarter Page (3" x 4")

WHAT SIZE SHOULD MY LOGO BE?

We accept these file types: png, jpg, or pdf. Files must have a resolution of 150 dpi or greater. We will include a link to your website, if you have a specific page or tracking url you would like for us to use please provide that information when you send us your logo.

DO I RECEIVE THE ORIGINAL FILE ?

Yes. Even if your ad is designed with Northwest Berry Foundation's design team, you have rights to the original file(s).

HOW SOON WILL I SEE MY AD?

Design services take 24-48 hours to complete your ad request. All submissions are to be in no later than 11am on Mondays (to ensure that your ad will run that Wednesday). Alternatively, your ad will circulate in the following publication.

WILL I SEE MY AD BEFORE IT GETS PUBLISHED?

Yes! We understand that your brand or service is extremely important and we ask that you proof ALL designs before we circulate. The design team usually provides a timeframe for you to do so.

CAN I DESIGN MY OWN AD?

Yes. as long as your design meet our qualifying criteria specified here, you are welcome to use your own ad.



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Mockups & Samples.



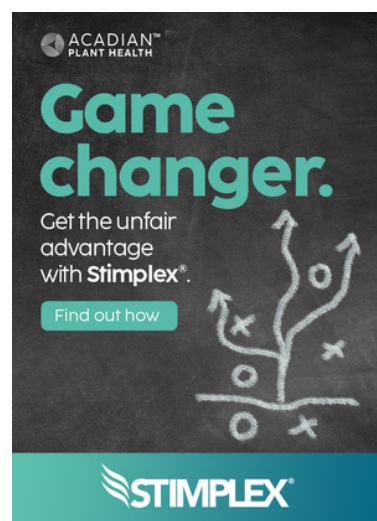
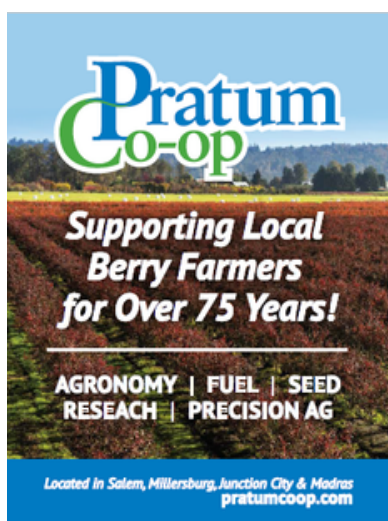
SFU Advertising.

NORTHWEST BERRY FOUNDATION
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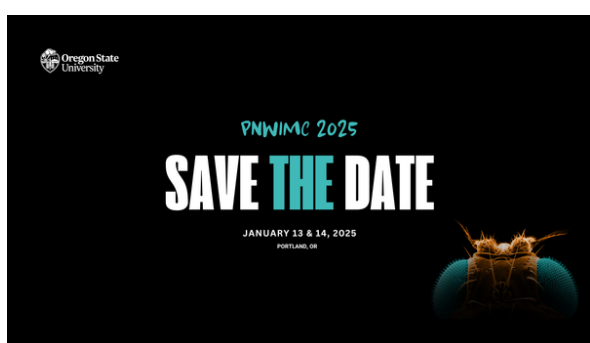
Quarter Page Ad

Quarter ad dimensions are (3" x 4")



Half Page Ad

Half page ad dimensions are (7" x 4")



Full Page Ad

Full page ad dimensions are (7" x 9.5")

[VIEW MOCKUPS](#)



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