

# Advertising Opportunities

## Who is CT NOFA and NOFA OLC?



**CT NOFA** is the Connecticut Chapter of the Northeast Organic Farming Association. We are the first and leading grassroots association promoting organic food, farming, gardening, and land care in Connecticut. For over 30 years, our efforts have given consumers increased access to a safe and healthy lifestyle.



**NOFA Organic Land Care (OLC)** focuses on professional organic land care education and accreditation, while providing homeowners with publications and information about making their yards healthy and organic.

## Advertise with either one or both of our websites and newsletters to reach your audience!

CT NOFA's Gleanings newsletter reaches nearly 6000 organic enthusiasts, gardeners, and farmers monthly and the ctnofa.org website reaches over 10,000 people monthly. The majority of this audience is in Connecticut.

NOFA OLC Program has two newsletters. The Accredited Organic Land Care Professionals (AOLCP) newsletter reach nearly 1500 land care professionals monthly and the Homeowner Newsletter reaches over 2100 homeowners each quarter. The majority of this audience is in CT, Massachusetts, New York and Pennsylvania with 18 states represented. Organiclandcare.net reaches 7000 people per month.

ctnofa.org	Web	Enewsletters	Web and Enews Combined Discount
Sidebar Premium (near top, 150x180 pixels, 300dpi)	\$200/30 days; \$2200/year	\$150/30 days; \$1650/year	\$3,600/year (save over \$200)
Sidebar (below Premium, 150x150 pixels, 300dpi)	\$150/30 days; \$1650/year	\$100/30 days; \$1100/year	\$2,500/year (save over \$200)

  

organiclandcare.net	Web	Enewsletters	Web and Enews Combined Discount
Top Center Banner (530x75 pixels, 300dpi)	Slot 1 - \$100/30 days; \$1100/year		
Sidebar (above Premium, 150x180 pixels, 300dpi)	Slot 2 - \$100/30 days; \$1100/year	\$75/30 days; \$825/year <sup>1</sup>	\$1,750/year (save over \$200)
Sidebar (below Premium, 150x180 pixels, 300dpi)	Slot 3 - \$75/30 days; \$825/year	\$50/30 days; \$550/year	\$1,200/year (save \$175)
Sidebar (below Premium, 150x 280 pixels, 300dpi)	Slot 4 - \$75/30 days; \$825/year		

**Reserve an ad for one year and get the 12th month free or combine your advertising and get a greater discount!**

**organiclandcare.net Call 203-308-2584 or email linda@ctnofa.org**

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## How does our web advertising work?

4 ads will rotate on each of the 4 ad slots, at 45 second intervals

### STEP 1. Select a space by preference

Slot 1 - Top Center Banner - 530 pixels X 75 pixels

Slot 2 - Top Sidebar - 150 px x 180 px

Slot 3 - 2nd Sidebar - 150 px x 180 px

Slot 4 - 3rd sidebar - 150 px x 280 px

**STEP 2.** Create an ad according to dimensions,  
or pay CT NOFA to design a web ad for you  
at \$35 per hour

**STEP 3.** Provide us with a link to a website for your  
ad space

**STEP 4.** Select the time duration for your ad to run

**STEP 5.** Pay for ad space and you are in business!

The screenshot displays the NOFA website with four advertising slots highlighted by orange circles:

- Slot 1:** A top center banner with a search bar and the text "Find an Accredited Organic Landscaper".
- Slot 2:** A top sidebar advertisement titled "Place Your Ad Here!".
- Slot 3:** A 2nd sidebar advertisement titled "Organic Fertilizer Fact Sheet".
- Slot 4:** A 3rd sidebar advertisement titled "Connecticut Gardener".

The main content area features an article titled "Announcing A New Resource For Land Care Professionals!" with a sub-headline "Upcoming Events" and a link to "NOFA Organic Lawn Care Certificate Course".

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