

# 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	Yearly Cost
Top Center Banner (530x75 pixels, 300dpi)	Banner - \$150/30 days	Complimentary	\$1500/year (\$1800 value)
Sidebar (above Premium, 150x180 pixels, 300dpi)	Slot 1 - \$100/30 days	Complimentary	\$1000/year (\$1200 value)
Sidebar (above Premium, 150x180 pixels, 300dpi)	Slot 2 - \$100/30 days	Complimentary	\$1000/year (\$1200 value)
Sidebar (below Premium, 150x 280 pixels, 300dpi)	Slot 3 - \$75/30 days	Complimentary	\$800/year (\$900 value)

**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 [jeremy@organiclandcare.net](mailto:jeremy@organiclandcare.net)**

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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

Banner - Top Center Banner - 530 pixels X 75 pixels

Slot 1 - Top Sidebar - 150 px x 180 px (above premium)

Slot 2 - 2nd Sidebar - 150 px x 180 px (above premium)

Slot 3 - 3rd sidebar - 150 px x 280 px (below premium)

**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 shows the NOFA website layout with three advertising slots highlighted by orange circles and labels:

- Slot 1:** A top center banner with the text "Search Find an Accredited Organic Landscaper".
- Slot 2:** A sidebar ad titled "Organic Fertilizer Fact Sheet" with a sub-headline "Learn how to quantify nutrients in a fertilizer bag, decide how much to apply, and correctly spread the amount intended."
- Slot 3:** A sidebar ad titled "Connecticut Gardener" with the text "Trusted (and local!) since 1995" and "Connecticut's definitive gardening resource serving gardeners in Zones 5, 6 & 7".

The main content area features an announcement: "Announcing A New Resource For Land Care Professionals!" by Chip Osborne and Bernadette Glibin, with a link to a PDF and information about upcoming events, including a "NOFA Organic Lawn Care Certificate Course" on March 27, 2014.

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