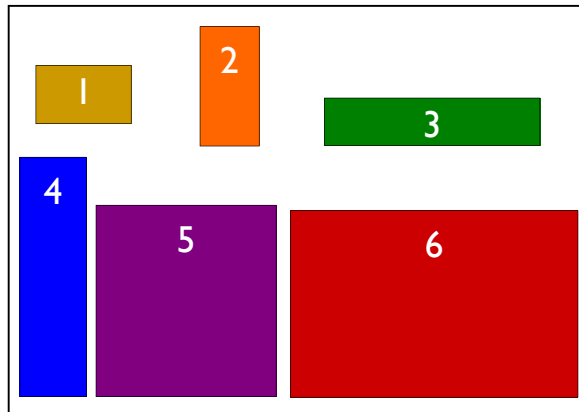


Advertise in the Co-op Current!!
Reach 3400 of Wilmington's most health conscious households directly & 1000 more through distribution in our local community.

Ad sizes and rates

Prices for ads shown below are per contract. Advertisers buying a 2-, 4-, or 6-time length contract receive a *discount per ad.

Ad Size	Width x Height	1-	2- *5%	4- *10%	6- *15%
Size 1	3.25 x 2	\$35	66	126	178
Size 2	3.25 x 6.5	\$52	98	187	265
Size 3	10 x 2	\$75	142	270	382
Size 4	3.25 x 12.5	\$89	169	320	453
Size 5	6.61 x 6.5	\$110	209	396	561
Size 6	10 x 6.5	\$187	355	673	953



Run Dates & Themes

June/July	Summertime & Eat Local
August/September	Organic Harvest Month & Co-op Board Elections
October/November	Co-op Month & Thanksgiving
December/January	Holidays & Entertaining
February/March	Nutrition & Ownership
April/May	Earth Day

Deadlines

All display advertisers must reserve space by the 1st of the month preceding the issue in which the ad will appear. If this falls in a weekend or legal holiday, the previous working day is the deadline. Ad space is limited in the Co-op Current, and at times there may be a waiting list. When ad space fills for a particular issue, advertisers requesting space will be held over to the next month. **Once space is reserved, completed ad materials must be received by the 10th of the month preceding the issue in which the ad will appear.** For example, the deadline is July 1st for space reservation and July 10th for ad materials for the August/September issue.

Production Services

If you require design services for your display ad, you may arrange to have the Tidal Creek graphic designer design your ad for you. We are pleased to offer this service at the very reasonable price of \$40 per ad, regardless of ad size. This service includes layout, typography and image scanning. **All service arrangements must be made by the first of the month preceding the issue in which the ad appears.** By providing this service, we neither make claims as to the effectiveness of the ad nor do we assume liability or responsibility for the advertisement beyond a correct reproduction of factual information we receive from you in written form.

Ad placement

Ads are placed for best visual contrast on that page. Due to layout constraints, we can't guarantee specific requests for page location or placement, although requests will be considered.

Payment Terms

Payment is due on the 10th of the month preceding the issue in which the ad appears. Payment plans are available upon request. You may be invoiced for each issue; payment is due within ten days of receipt of invoice. If you request a payment plan, you are obligated to fulfill your original contract terms.

Continued on back

Ad specifications

Media

- 1) Ads may be supplied electronically as an email attachment or burned onto a CD. When using email, send files to currents@tidalcreek.coop

File formats

- 1) Ads must be supplied in one of the following:
 - Adobe PDF file *-embed fonts*
 - JPG file, 300 dpi
 - Adobe Illustrator document: convert *fonts to outlines*.
 - Vector-based EPS file: *convert fonts to outlines or curves*
 - Raster-based EPS, TIF, or PSD file, 300dpi: *flatten artwork*
- 2) **No Microsoft Word, Works, or Publisher files will be accepted as final ad files.** Production assistance is available to convert Microsoft Word or Publisher layouts. Any graphics within Word or Publisher ads should be submitted as separate jpg or tiff files. For complete ad production and rate information, please call.

Additional requirements

- 1) Must include a black and white hard copy of the ad as it should appear. This can be faxed to Christina McKenzie at 910-332-0752.
- 2) Document size must match ad size using the dimensions listed on the rate chart. Ads that require size adjustments may incur a \$40 per hour production charge.
- 3) Our publication is submitted to our printer as an electronic file to be processed by an image and output as negatives. Any ads submitted as hard copy (such as a laser print or business card) will be scanned into our computer. Some text may have to be re-typeset for clarity. We will choose a font from our library that is a close to the font used in the ad as possible, but cannot guarantee an exact match.
- 4) Any file requiring more than 10 minutes labor to render it compatible with InDesign or for updates will incur a production charge of \$40 per hour.

Special conditions

Advertising space in the Tidal Creek Co-op Current is offered to the general public as service to Tidal Creek's owners and to offset publication costs. Please note:

- 1) We do not accept ads that mention retail stores or products which directly compete with Tidal Creek, or from political parties, public office candidates or those promoting ballot issues.
- 2) Accepting your ad or payment does not constitute a contract to publish. We reserve the right to limit advertising space or cancel any advertisement at any time, for any reason deemed appropriate. Payments for ads not placed due to space limits or cancellation will be returned.
- 3) Ads must clearly identify the product/service provided and name the company or person advertising.
- 4) Past due accounts may be cancelled at Tidal Creek's discretion.
- 5) Approved Non-Profit 501(c)3 Organizations may receive a 50% discount off ad rates.

HOW TO REACH US

Christina McKenzie, Managing Editor
Peter Mills, Graphic Designer
Tidal Creek Cooperative Food Market
5329 Oleander Drive, Suite 204
Wilmington, NC 28403
Phone: 910-799-2667x202 fax: 910-332-0752
Email: currents@tidalcreek.coop



Co-op Current Advertisement Contract

Date: _____

Business name: _____

Contact name: _____ Member #: _____

Address: _____

City: _____ State: _____ Zip code: _____

Telephone: _____ Fax: _____ Alt. phone: _____

Issues: June/July '11 August/September '11 October/November '11
 December/January '11-'12 February/March '12 April/May '12

Ad size: _____

Contract for number of issues (please circle one) 1 2 4 or 6

Contract rate: _____

Production assistance (@ \$40/hr.) _____

Total cost _____

Payment options: prepaid: check _____ check number _____

credit card _____ card number _____

card type _____ expiration _____

signature _____

bill me: _____ (if different billing address, please note)

Terms and conditions:

The Co-op Current reserves the right to edit or reject any advertising. Placement of ad in no way implies endorsement of any product, service, or business by Tidal Creek Co-op. Advertising for any given advertiser shall be limited to two ads per issue. The Co-op Current reserves the right to add the words "Paid advertisement" to any ad. Proofing of ads is the advertisers' sole responsibility. Advertisers are responsible for reviewing ads upon publication. The Co-op Current and staff shall not be liable for its failure to insert an advertisement or for quality issues beyond our control. Ads received after deadline shall be included in the following issue. Advertisers' accounts must be in good standing in order to place additional ads. Advertisers shall be responsible for all copyright issues related to logos, artwork, etc.

I have read and understand the above and agree to the terms of this contract.

Advertiser's signature: _____ Date _____

Received by: _____ Date _____

910-799-2667

fax 910-332-0752

currents@tidalcreek.coop