

HILLSIDE

610 East 4th Street
Duluth, MN 55805



DENFELD

4426 Grand Avenue
Duluth, MN 55807

GARBANZO GAZETTE ADVERTISING

▶ ADVERTISING IN THE GAZETTE

The *Garbanzo Gazette* is a seasonal (quarterly) newsletter. At this time, it is mailed directly to over 10,000 Whole Foods Co-op Owners. It is also available to non-Owner customers at the store and at events while supplies last. We also offer it online at www.wholefoods.coop.

Space availability for ads is contingent upon the Newsletter Policy, prior advertising record, and Owner status. New advertisers must provide billing contact name, address, phone number and member number (if applicable) in addition to the information above with their first submission. New advertisers are accepted as space becomes available and may be subject to prepayment requirements.

▶ AD FORMATTING

Submit your ads in a digital format, as high-resolution files (300 ppi or dpi) with little or no compression and with fonts embedded. Acceptable file formats include: PDF (preferred), JPEG, and TIFF. For those applications that have PDF options, the Output Type should be Composite, with color ads output at CMYK, and black & white ads output as Grayscale.

Please name your file using the following format:

Ad A Business Name Season Year.pdf

Acceptable examples:

Ad A Betsys Dog Grooming Spring 2018.pdf

Ad B Twin Ports Bakery Spring 2018.tiff

Ad D Feel Good Chiropractic Spring 2018.jpg

ADS MUST COME TO US READY TO PRINT. Ads that are not ready or improperly formatted will have an additional charge added to the billing for formatting. If you are unsure about ad formatting, we strongly recommend hiring a graphic designer to create your ad.

▶ AD SUBMISSION

Ads should be submitted via email to Brand Manager Ali Wade at: awade@wholefoods.coop (see deadline dates below). The color and size should also be listed in the text portion of the email. For questions, Ali can be reached at 218.728.0884 | ext. 181.

▶ UPCOMING ART DEADLINES

ADS RECEIVED AFTER DEADLINE MAY NOT RUN!

Please make note of the following deadlines:

ISSUE	RESERVE YOUR AD BY:	SUBMIT YOUR AD BY:
Fall 2017 <i>October – December</i>	August 1	August 15
Winter 2018 <i>January – March</i>	November 15	December 1
Spring 2018 <i>April – June</i>	February 15	March 1
Summer 2018 <i>July – September</i>	May 15	June 1
Fall 2018 <i>October – December</i>	August 15	September 1

▶ AD SPECIFICATIONS

WFC OWNERS TAKE 25% OFF!

AD	WIDTH	HEIGHT	ORIENTATION	SQUARE IN.	IMPACT	B + W RATE	COLOR RATE	NOTES
A	3.5"	2.25"	Horizontal	7.88"	1/20	\$70	\$100	Standard business card size <input type="checkbox"/>
B	2.25"	3.5"	Vertical	7.88"	1/20	\$70	\$100	Standard business card size <input type="checkbox"/>
C	2.28"	4.5"	Vertical	10.26"	1/15	\$95	\$115	
D	3.5"	4.5"	Vertical	15.75"	1/10	\$140	\$175	
E	7.177"	4.5"	Horizontal	32.30"	1/5	\$290	\$345	
F	9.625"	7.375"	Horizontal	70.98"	1/2	\$630	\$860	Half-page, pre-approval needed

www.wholefoods.coop | 218.728.0884

Updated July 2017