

## 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](http://www.wholefoods.coop).

### ▶ RESERVING YOUR AD

In order to reserve your ad you must be registered for our advertising mailing list. Visit our website at [www.wholefoods.coop/advertise/](http://www.wholefoods.coop/advertise/) to sign up to begin receiving notifications when advertising space becomes available. Each email notification will include a link to our online reservation form where you can request to reserve your ad space for up to a year in advance. Requests for ad reservations are considered in the order that they are received and are contingent upon the space available in each issue, our Newsletter Policy, prior advertising record, and Owner status.

### ▶ AD FORMATTING & NAMING

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. **ADS MUST COME TO US READY TO PRINT.** Ads that are not ready or improperly formatted may not run.

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

### ▶ AD SUBMISSION

Ads should be submitted via email to: [brand@wholefoods.coop](mailto:brand@wholefoods.coop) (see deadline dates below). The color and size should also be listed in the text portion of the email. For questions, call the Brand Graphics Coordinator at 218.728.0884 | ext. 182.

### ▶ 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:
Spring <i>April – June</i>	February 15	March 1
Summer <i>July – September</i>	May 15	June 1
Fall <i>October – December</i>	August 15	September 1
Winter <i>January – March</i>	November 15	December 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. Limited to one per issue, first-come, first-served. Contact us for upcoming availability.

[www.wholefoods.coop](http://www.wholefoods.coop) | 218.728.0884

Updated January 2019