

# BriarPatch NEWS & REVIEW

## NEWSLETTER ADVERTISING

### Vision Statement

BriarPatch Co-op is the leading natural food store in Nevada County. We are a vibrant, important community hub for gathering and for dialogue and learning about healthful food. ~ We seek to be a leader in social, environmental, as well as fiscal business responsibility, among both local businesses and food co-ops nationally. ~ We model community-mindedness and cooperative principles, and hope to inspire others to do the same, and in so doing contribute to peace and prosperity for all within our reach.

BriarPatch Co-op Natural Foods Community Market in Grass Valley is a thriving cooperative business, handling retail sales of \$13.8 million in 2009.

The *BriarPatch News & Review* is published six times a year.

The newsletter includes store news and governance, articles on natural foods, health, food politics, cooperative business, profiles, recipes, and other subjects deemed of general interest.

*BriarPatch News & Review* is mailed to approximately 4,500 Co-op owner-members, and another 500 copies are distributed in the store and at locations around town.

### 24 pages

### Ad Dimensions, Rates (per bimonthly issue)

1 Col. Half Size	2.25" wide x 1.25" tall (horiz.)	\$30 + \$12 color charge = \$42
1 Col./Bus. Card	2.25" w x 2.75" t (vertical)	\$65 + \$15 color charge = \$80
2 Col.	4.75" w x 2.75" t (horizontal)	\$130 + \$20 color charge = \$150
3 Col.	7.375" w x 2.75" t (horizontal)	\$200 + \$40 color charge = \$240
4 Col.	10" w x 2.75" t (horizontal)	\$260 + \$60 color charge = \$320

*One-time \$20 discount for current owner-members.*

### Publication Schedule:

February/March  
April/May  
June/July  
August/September  
October/November  
December/January

**AD SPACE RESERVATIONS:** Ads are accepted on a first come, first served basis. A limited number of ad spaces are available in each issue.

**AD ARTWORK DEADLINES:** First of the month prior to publication  
(March 1, May 1, July 1, September 1, November 1, January 1)

**PAYMENT:** Full payment is due prior to publication for first-time advertisers. Please make checks payable to BriarPatch Co-op and mail to: BriarPatch Co-op, 290 Sierra College Dr., Suite A, Grass Valley, CA 94945.

### ADVERTISEMENT ARTWORK:

Please submit ads as PDF files to [stephanie@briarpatch.coop](mailto:stephanie@briarpatch.coop).

**CONTACT:** Stephanie Mandel-Austin, 530-272-5333x127 / [stephanie@briarpatch.coop](mailto:stephanie@briarpatch.coop)

## Color Cautions with using a Web Press

First, a word of caution: Please understand that your color may not look the same printed on newsprint as it does on your screen. Ink tends to spread on newsprint, and the layers of color are printed on top of each other at the press; they frequently do not line up perfectly and thus look a little blurry. In other words, we are not able to guarantee “perfect” color.

If you are not experienced with web printing, we recommend keeping color elements separate, not overlapping design elements, and keeping colors and design simple. Color mixes of 2 or 3 cmyk work much better than all 4 in color elements that are not photographs. (For example, a logo that is 30% magenta and 20% yellow will have a better chance of a good, clean color reproduction than one that is 10c 30m 20y 5k.)

**COLOR ADS AND ALL COLOR ELEMENTS IN THE AD (photos, type, logo art) MUST BE SAVED AS CMYK FORMAT — not RGB, index, or duotone colors — or it won't print! Black text is to be 100% black and to overprint. Photos 300 dpi.** (If you don't know what this means or how to do it, to avoid printing problems I'd advise having someone who does know create your ad.)

### Co-op Connections / Classified Pages (22 & 23)

Choose either:

- 1) Up to 6 lines, large listing, centered: business/person's name, contact information (phone number, address, website) and owner-member discount (if any — not required)

\$20 per issue / \$15 for owner-members

Example:

***Chase Creative Design***

***Home Color Consultant***

Ruth Boudreaux, 530-265-4868

[www.chaseboudreaux.com](http://www.chaseboudreaux.com)

***\$10 off first 2 hours (1 time only)***

- 2) Up to 30 words per owner-member household; free; owner-members only

Example:

**FOR SALE**

Chakra banners – 5' long, hand-batiked with purple background. \$40. Call 265-5545.

### Owner-Member Discount Listings

- Location: website, mailed to new owner-members, available at store (not in newsletter)
- Time commitment: one year, renewed in January
- \$25 one-time fee, waived for owner-members