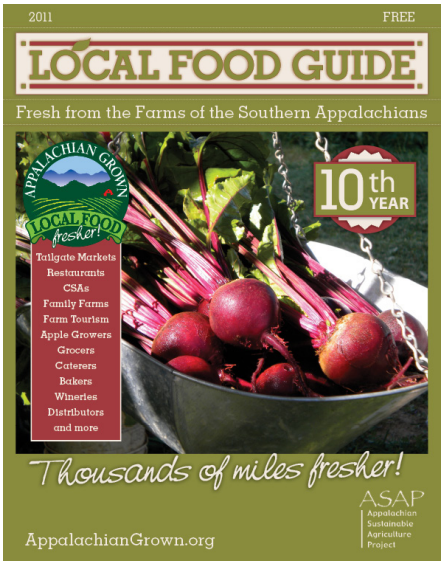
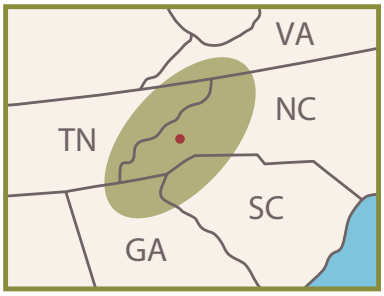


2012 Advertising Rates

WHY ADVERTISE? Because ASAP's *Local Food Guide* is the go-to food and farm resource for locals and visitors alike. Each year, thousands pick up the guide to find local products, connect with area farmers and their farms, and do their part to sustain the region's agricultural heritage. Guide users *want* to support local farms and businesses that buy local, and they keep and refer to the guide all year long.

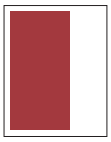
And, because 90,000 copies of the guide are printed and distributed year-round to more than 300 locations throughout the region. Businesses, visitor and highway welcome centers, and farmers markets are stocked weekly to ensure users can always have a copy on hand. Year-round? Now that's a shelf life!



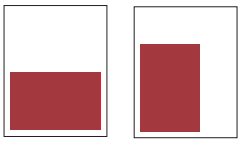
Standard Ad Size and Rate

Full Page • 7.25" x 9.5"**v**
Farm $1025 **Business** $1,485

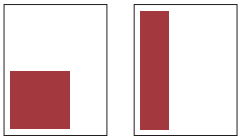
2/3 Page • 4.75" x 9.5"**v**
Farm $800 **Business** $1,075



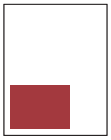
1/2 Page • 7.25" x 4.625"**h** • 4.75" x 7"**v**
Farm $700 **Business** $945



1/3 Page • 4.75" x 4.625"**h** • 2.25" x 9.5"**v**
Farm $525 **Business** $795

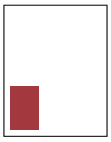


1/4 Page • 4.75" x 3.5"**h**
Farm $445 **Business** $700



1/6 Page • 2.25" x 4.625"**v** • 4.75" x 2.25"**h**
Farm $295 **Business** $515

1/8 Page • 2.25" x 3.5"**v**
Farm $225 **Business** $425



Basic listing fee is waived for business ads, 1/4 page and up, and for all farm ads. Quarterly payment plan available for ad sizes 1/3 page and up. 18% discount for restaurant ads placed in farms section.

Specifications

Mechanical Requirements and Specifications

- All ads are full color.
- All images must have a pixel resolution of at least 300 dpi.
- Ads must be submitted digitally in CMYK color.
- Standard ads must be submitted with no crops or bleed.
- Premium ads are all full page and may bleed. Please provide crops and 1/4" bleed on artwork.
- We accept the following file types: EPS, TIF, or high quality PDF.
- Files may be created in Adobe InDesign, Abobe Illustrator, Abobe Photoshop, or QuarkXPress, but should be saved or exported to one of the accepted formats.
- Microsoft Word (.doc) files are not accepted.
- Please label your ad with advertiser name not "ASAP ad."
- We can design your ad for an additional fee of $100.
- Email ad submissions or questions to lee@asapconnections.org.

Materials deadline: **March 1, 2012**

Premium Ad Placement

Centerfold spread	**Farm** $2400	**Business** $3050
Outside back cover	**Farm** $1650	**Business** $2450
Inside front cover	**Farm** $1550	**Business** $2300
Inside back cover	**Farm** $1450	**Business** $2150
Front pages	**Farm** $1450	**Business** $2150

Interested in online advertising? Find our offers, including print and web bundles, on back.

ASAP
Appalachian Sustainable Agriculture Project
306 West Haywood St., Asheville, NC 28801
828-236-1282 • www.asapconnections.org

The *Local Food Guide* is researched, produced, distributed, and sustained by ASAP, a nonprofit organization working to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

Trip Planner Web Ads

To help guide users achieve the authentic connection and support they're after, ASAP has launched a trip planner component of the online *Local Food Guide*. This new tool allows users to map food and farm destinations, plan an agricultural adventure, and get customized directions with just a few clicks. It's that easy! And, it's just as easy for your restaurant or business to get noticed by these customers with our new web ads.

Trip Planner Web Ads

- Ads will appear on the Trip Planner website, buyappalachian.org/map.
- Ads may link to your website. You will need to provide the URL for linking the graphic to your page.
- 3-month, 6-month, and 12-month rates are offered.

Specifications

- All ads are 120 pixels wide at 72 dpi.
- GIF or JPEG format is recommended.
- Maximum file size is 12K.
- Animation is allowed but cannot exceed memory size (12K).

Print Display / Web Ad Bundles:

A Take 10% off your print display ad with any 3-month contract for trip planner web ad purchase.

B Take 15% off your print display ad with any 6-month contract for trip planner web ad purchase.

C Take 20% off your print display ad with any 12-month contract for trip planner web ad purchase.

ASAP
Appalachian Sustainable Agriculture Project

306 West Haywood St., Asheville, NC 28801
828-236-1282 • www.asapconnections.org

The *Local Food Guide* is researched, produced, distributed and sustained by ASAP, a nonprofit organization working to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

Web Ad Rates

120 x 180 pixels

3 months	$60/mo.	**Total**	$180
6 months	$53/mo.	**Total**	$318
12 months	$46/mo.	**Total**	$552

maximum number of ads rotating per spot **2**

120 x 120 pixels

3 months	$50/mo.	**Total**	$150
6 months	$44/mo.	**Total**	$264
12 months	$36/mo.	**Total**	$432

maximum number of ads rotating per spot **3**

Quarters begin: 4/1, 7/1, 10/1, 1/1

The Mixing Bowl

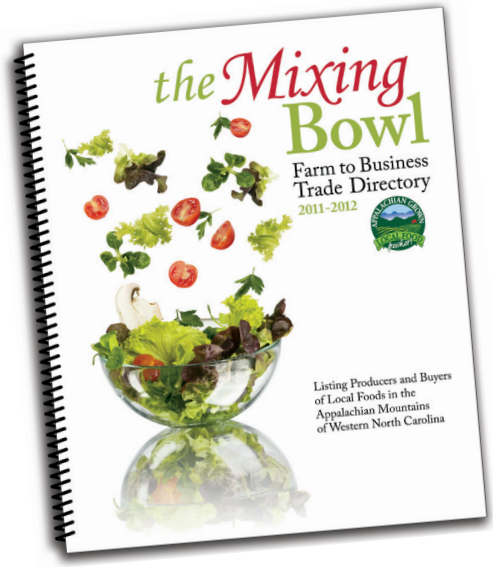
The Mixing Bowl is a farm to business trade directory for Western North Carolina and the Southern Appalachian mountains. It's a buyer's guide to the products that local farms offer to businesses, and a farmer's guide to products wholesale buyers are seeking. The directory is published annually in June. Ad placements are available.

Ad sizes

Full Page • 6" x 7.5"**v** • $250

Half page • 6" x 3.75"**h** • $150

Specifications

Size: 7"x 8.5"

Ink: black ink