



Oneota Community Food Co-op • 312 West Water Street • Decorah, Iowa 52101 • 563-382-4666 • www.oneotacoop.com

The Scoop - Ad Size and Rate Sheet

Circulation: 19,000+ 4X/year - includes distribution to residents in the following ZIP codes via Decorah Newspaper/Dollar Stretcher - 52132, 52133, 52101, 52144, 52161, 52163, 52165, 52168, 55974, 52172, 52136 - in addition to mailing to member/owners outside this area.

Listed and illustrated below are the two ad sizes available. We offer ads in black and white, and a limited number in color.

All ad prices include professional design by our in-house Graphics Coordinator - Kaija Kjome - kaija@oneotacoop.com.

If you choose to submit your own ad, please provide a hi-resolution pdf with all fonts embedded. (If your ad is color, please be sure that all artwork and color in the ad is CMYK prior to sending.)

If you have any questions, please call or e-mail Nate Furler, Marketing Manager, at 563.382.4666 or nate@oneotacoop.com.

Advertising Deadlines

Spring 2016 - Mar/Apr/May

- Reserve space deadline 02/08/16
- Ad with design assist..... 02/15/16
- Camera-ready ad 02/19/16

Summer 2016 - Jun/Jul/Aug

- Reserve space deadline 05/09/16
- Ad with design assist..... 05/16/16
- Camera-ready ad 05/20/16

Fall 2016 - Sep/Oct/Nov

- Reserve space deadline 08/01/16
- Ad with design assist..... 08/08/16
- Camera-ready ad 08/12/16

Winter 2016 - Dec/Jan/Feb

- Reserve space deadline 11/07/16
- Ad with design assist..... 11/14/16
- Camera-ready ad 11/18/16

Discounts:

- Pay once for 4 issues (1 year) and receive a 10% discount.
- Co-op members receive a 15% discount on all ads.
- Co-op members paying for 6 issues receive a 25% total discount.

Prices and Discounts effective 05/29/12

Prices are subject to change.

2 COLUMN X 2" (BUSINESS CARD SIZE)

4.93" wide x 2" high

- B. PLU# 1204 Business Card Ad - single run - \$50.70
- B1. PLU# 1205 Non member 4-issue prepay - \$182.52
- B2. PLU# 1206 Business Card Ad Member - single run - \$ 43.10
- B3. PLU# 1207 Member 4-issue prepay - \$152.10
- B4. PLU# 1231 COLOR Business Card Ad - single run - \$75.70
- B5. PLU# 1232 COLOR Non-member 4-issue prepay - \$272.52
- B6. PLU# 1233 COLOR Business Card Ad Member - single run - \$64.35
- B7. PLU# 1234 COLOR Member 4-issue prepay - \$227.10

2 COLUMN X 3 3/4" (1/8 OF A PAGE)

4.93" wide x 3.75" high

- D. PLU# 1212 Large Ad - single run - \$102.70
- D1. PLU# 1213 Non member 4-issue prepay - \$369.72
- D2. PLU# 1214 Large Ad Member - single run - \$87.30
- D3. PLU# 1215 Member 4-issue prepay - \$308.10
- D4. PLU# 1235 COLOR Large Ad - single run - \$137.70
- D5. PLU# 1236 COLOR Large Ad Non-member 4-issue prepay - \$495.72
- D6. PLU# 1237 COLOR Large Ad Member - single run - \$117.05
- D7. PLU# 1238 COLOR Large Ad Member 4-issue prepay - \$413.10