



VAN BUREN COUNTY LOCAL FOOD & FARM GUIDE

Information for Growers and Business Sponsors



Advertise your farm, farm market, or business that supports local food!

The 2012 Van Buren County local food & farm guide will to be available to the public in April and will include listings for producers of a variety of locally grown food and farm products from in and around Van Buren County in addition to listings of local business sponsors. We expect distribution of copies to local venues such as farms, businesses, non-profits, governments, trade shows and events.

The guide will be designed and distributed by the Van Buren Conservation District and will be a multi-page catalog style 5 ½" x 8 ½" booklet. The centerfold will be an 8 ½" x 11" map featuring locations of farms, businesses and markets who select the "detailed listing" option. We will include a larger scale regional map for those selecting a detailed listing that are outside of Van Buren County. We are also planning to publish the guide electronically through the Van Buren Conservation District website.

*We hope you choose to be a part of this fourth annual
Van Buren County Local Food & Farm Guide for 2012.
Together we can spread the word about buying local
for ourselves, our economy and our environment!*

For more information, please contact:

AJ Brucks, Executive Director
Van Buren Conservation District
1035 E. Michigan Ave
Paw Paw, MI 49079
(269)657-4030 ext. 5

E-mail: alison.brucks@mi.nacdnet.net

Information is also

WWW.VANBURENCD.ORG

available online at





VAN BUREN COUNTY LOCAL FOOD & FARM GUIDE Advertising Registration Form

Please submit by **December 16th**.

Basic Information

Farm or Business Name

Primary Contact Name

Daytime Telephone

E-Mail address

Website

Billing Address City State Zip

Address City State Zip
Physical address of market, farm or business (if different)

Additional Information (for detailed listings only)

Store/farm/market hours or season

Type of farm or market, or type of products sold

Directions (ex: 1/2 mi. E. of Paw Paw on Red Arrow Highway)

Please provide a short description of your farm, market or business (roughly 50 words or less, attached to your registration)

Advertisement Options

Please submit by **December 16th**

Basic Listing (text only): \$30

Listing includes farm, market or business name and address as well as phone number, email and website listing in the main section of the guide.

Detailed Listing (text only): \$60

Listing includes basic information plus hours, products sold/type of farm or market, directions and a brief description of your farm, market or business in the main section of the guide. This listing also includes placement on the centerfold map (Van Buren County) or regional map, whichever is appropriate.

***Supporting Local Business (graphic ad): \$60**

Listing includes a business card sized, full color ad in the main section of the guide.

***Back Cover (graphic ad)+placement on the map**

Cover advertisements will be sold on a first come, first serve basis.

Full Page: \$300 5 1/2" x 8 1/2"

Full page, full color advertisement on back cover

Half Page: \$150 5 1/2" x 4 1/4"

Half page, full color advertisement, back cover.

***Inside Covers (graphic ad)+placement on the map**

These advertisements will appear on the inside front or inside back cover.

Full Page: \$240 5 1/2" x 8 1/2"

Half Page: \$120 5 1/2" x 4 1/4"

***Interior Ad (graphic ad)+placement on the map**

A full page, full color advertisement listed on an interior page of the guide.

Full Page: \$210 5 1/2" x 8 1/2"

Half Page: \$105 5 1/2" x 4 1/4"

*** For all graphic ads, you must supply the Conservation District with a completed advertisement in either .jpeg or .pdf file format. The files may be submitted by email or in person.**

If you would like a graphic ad, but do not already have an ad, we can create one for you for an additional **\$75.00** Please also submit any photos, logos or text you would like to have included in the ad.

Please return completed form with payment to Van Buren Conservation District. If you have selected to place a graphic, please email your artwork to alison.brucks@mi.nacdnet.net

**Van Buren Conservation District
1035 E. Michigan Ave
Paw Paw, MI 49079
(269)657-4030 ext. 5
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Received _____
Receipt no. _____