



Dear Pioneer Valley Business Owner,

**Be a local hero and buy a display ad in CISA's 10<sup>th</sup> annual 2006 *Farm Products Guide*.**

You are invited to advertise in the 10<sup>th</sup> Annual 2005 *Farm Products Guide*, the Pioneer Valley's comprehensive guide to eating and buying locally produced food and farm products.

This year's *Guide* lists restaurants and retailers that support local farms as well as farms, farm stands, farmers markets and garden centers.

**With a print run of 250,000, the 2006 *Guide* will be distributed directly to consumers throughout the Pioneer Valley** and used as a reference document all year long! CISA's *Farm Products Guide* offers your business these advantages:

- ▶ A print run of 250,000 distributed throughout the Pioneer Valley;  
Saturation circulation of over 190,000 copies through area newspapers:  
*The Recorder* - 16,000  
*The Republican* - 100,000  
*Daily Hampshire Gazette & Amherst Bulletin* - 27,550  
*Gazette Direct* - 15,000  
*Town Crier Greenfield/N. Quabbin editions* - 30,000
- ▶ 30,000 copies distributed through area Chambers of Commerce, visitor information centers, inns, B&Bs, farm stands, restaurants and retailers;
- ▶ Affiliation with CISA's Local Hero logo, which has been extensively marketed for five years and has earned an extremely high recognition rate - 78% - among area consumers; and
- ▶ Exposure to local consumers who have been highly motivated by CISA's Local Hero program to purchase locally grown farm and garden products and other local goods and services. Over 65% of local consumers surveyed stated that the Local Hero campaign influenced them to purchase locally grown products and to patronize local businesses.

We invite you to be a part of our seven year investment of over a million dollars in creating our highly successful Local Hero brand for as little as \$139.

Thank you for considering advertising in the 10<sup>th</sup> Annual Pioneer Valley 2005 *Farm Products Guide*. We look forward to working with you to highlight your business and its support of local agriculture.

Best wishes for a successful year,

Mark Lattanzi  
Guide Coordinator

Over, please ➡



**1 Sugarloaf St., S. Deerfield, MA 01373 T: 413-665-7100 F: 413-665-7101**  
www.buylocalfood.com – mark@buylocalfood.com

## 2006 Farm Products Guide: Print Specifications

The 24-page 2006 *Farm Products Guide* is printed on newsprint in **FULL COLOR!** Each page measures approximately 11”h x 10”w. The *Guide* is professionally designed and includes:

- ▶ Listings of area farms and farmstands - 130 in 2005;
- ▶ Listings of local restaurants that use local food;
- ▶ Listings of retailers that sell local food;
- ▶ A map indicating general locations of farm stands;
- ▶ A regional farmers market list;
- ▶ Photographs of local farmers and farming scenes.

### Reserve your ad today!

Our rates are very reasonable and are an investment that will reap rewards all year. Purchasing an ad in the *Farm Products Guide* is easy! We accept camera ready ads, electronic ads and we’ll even design one for you if necessary. Please look over the ad sizes and rates below and reserve your ad today.

**Ads due to us by April 10, 2006. Call 413-665-7100 with questions.**

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**Yes, I want to advertise in the 2006 *Farm Products Guide*!**

**New for 2006: all ads full color!**

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Business card</b> 3”w x 2”h .....\$139 | <input type="checkbox"/> <b>Display</b> 3”w x 4”h .....\$249      |
| <input type="checkbox"/> <b>Quarter page</b> 5”w x 5.5”h.....\$599 | <input type="checkbox"/> <b>Half page</b> 10”w x 5.5”h.....\$1099 |
| <input type="checkbox"/> <b>Full page</b> interior.....\$3339      | <input type="checkbox"/> I need you to layout my ad.....\$125     |

I will email you the camera ready ad. **CALL FIRST** for electronic ad procedures. Adobe PDFs or 300dpi jpeg files **ONLY. No Microsoft Word files will be accepted.** If we have to work on your file to make it camera ready, we will have to charge you the \$125 layout fee. Call us with questions before you send your ad. We’re here to help.

**Business Name:** \_\_\_\_\_ **TOTAL Enclosed:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Town/State/ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Web:** \_\_\_\_\_

**Charge my credit card #:** \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ **Exp date:** \_\_\_\_/\_\_\_\_ **Circle:** MC/VISA

**Return this form with payment to:**  
CISA, 1 Sugarloaf St., S. Deerfield, MA 01373

**Questions? Call 413-665-7100**