



Community

Seeds

Eco Magazine

**Media Kit**

# Community Seeds Eco Magazine

...Thinking Globally, Living Locally...

*Community Seeds Eco Magazine* encourages people to make small changes that they are able to make; changes that would not have been made without a little information and encouragement. We want people to become more socially, environmentally and community conscious. We also want to provide people a way to collaborate with others for a common cause. To *Community Seeds*, sustainable living not only means taking care to preserve the earth's resources and care for the environment, but also taking care of one's health, caring for the local community, and caring for communities around the world.

With a circulation of over 25,000 (U.S.) per issue, we are proud to publish this complimentary, virtual magazine, using no paper, ink or fossil fuels. In turn, we are helping to offset our carbon footprints! Readers can view the magazine from their computers any time of the day or night. They can click on business links and if they choose, print a page on recycled paper at home!

If you want to increase sales, connect with the community, support sustainability and be on the leading edge of technology, *Community Seeds Eco Magazine* is the place to advertise!



Experiencing events that bring a community together for a cause...

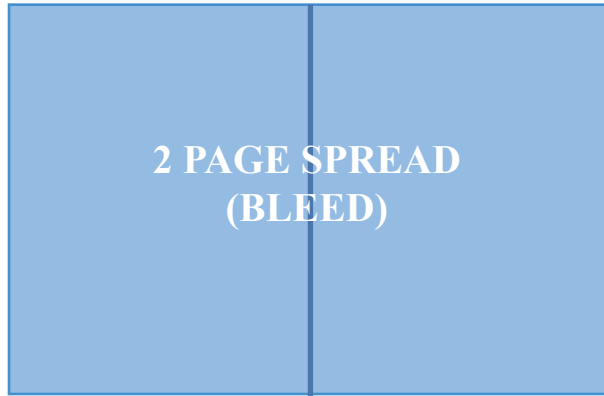


Learning how to make small changes now, for the future of our environment...

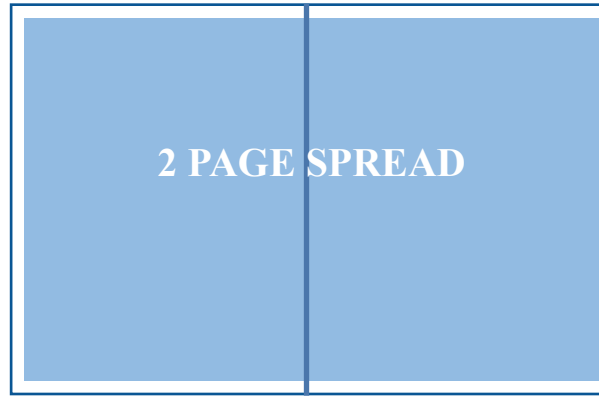


Having fun in campaigns, such as "Where in the World is Chico Bag?" to spread green awareness in our community and beyond....

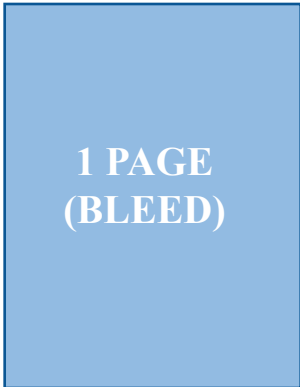
# Advertising Sizes and Specifications



17" x 11"  
Live Area (for text)=16.5"x 10.5"



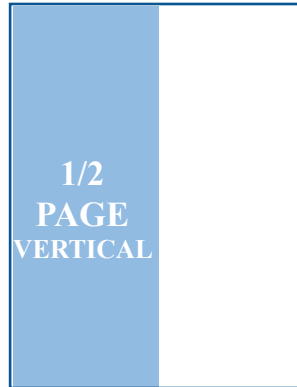
16" x 10"



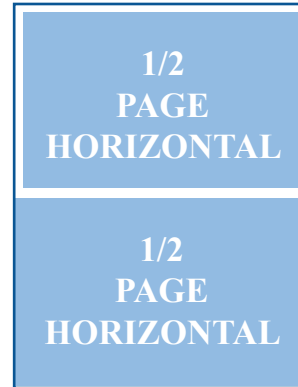
Trim: 8.5" x 11"  
Live Area: 8" x 10.5"



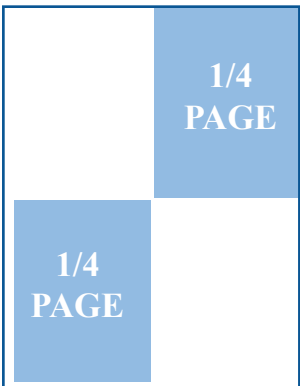
7.5" x 10"



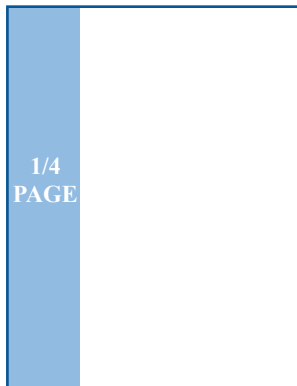
4.25" x 11"



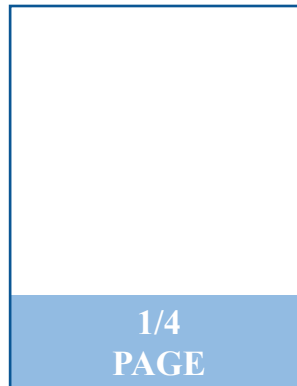
7 1/2" x 5"  
or 8.5" x 5.5"



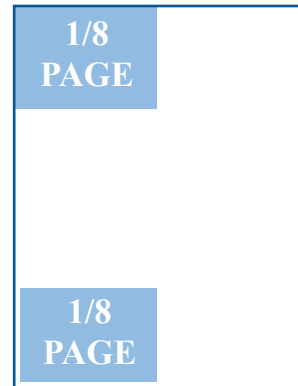
4" x 5.5"  
or 3.5" x 5"



2" x 11"



2.75" x 8.5"



4" x 5.5"  
or 3.5" x 5"

**Ads submitted should fall within the following guidelines:**

**Format:**

Ads that are already designed should be 300 dpi Adobe Acrobat PDF or Tif. Adobe InDesign (.indd), or Adobe Photoshop (.psd) accepted if ALL SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED. Please note: JPEG files do not appear as clear as the other file types, but may be used if they are a high resolution JPEG.

**Photos:**

Digital images should be at least 300 dpi for people who wish to print the magazine, should be JPEG files, and should be equal to the size needed in the ad.

**File Submissions:**

For files 20MB or smaller, e-mail to: [info@communityseeds.com](mailto:info@communityseeds.com)

For larger files, please arrange for pick up or mail a CD along with a color print out of the artwork to:

*Community Seeds Eco Magazine*  
1785 Garden Road  
Durham, CA 95938

**Ad Design**

**Ad design** services are available at \$40 per hour, or any portion of an hour. This price includes the rights to the ad. There will be a minimum of \$20 to make any changes to pre-made ads and camera ready ads that have been submitted.

# RATE CARD

*Community Seeds Eco Magazine Advertising Prices:*

## One Issue (12 weeks)

## 4 Issues (52 Weeks)

1/8 Page: \$125 per issue

\$372 ( \$93 per issue)

1/4 Page: \$200 per issue

\$600 (\$150 per issue)

1/2 Page: \$300 per issue

\$900 (\$225 per issue)

FULL Page: \$450 per issue

\$1348 (\$337 per issue)

FULL Page/BACK COVER: \$525 per issue

\$1476 (\$369 per issue)

2 Page Spread: \$875 per issue

\$2728 (\$682 per issue)

Front 10 Page Placement: ADD 20% x Ad Rate

ADD 20% x Ad Rate

## Additional Advertising Options:

**SPONSORSHIP:** As a sponsor, you will receive a FULL page ad for 52 weeks, a website banner, named as a sponsor at all events and your name and logo will be featured on the e-mail newsletter sent out to all of our subscribers and advertisers each quarter. **Total Cost = \$2850/year**

**PURCHASE A LINK:** Purchase a link in the Advertiser's Index of the magazine that links directly to your website. Cost = \$20 per link/issue.

**WEBSITE ADVERTISING:** You can purchase a small banner (\$210/yr) or large banner (\$375/yr) to be placed on a page of one of our three local websites at: [www.thechicoconnection.com](http://www.thechicoconnection.com), [www.thedurhamconnection.com](http://www.thedurhamconnection.com) or [www.theparadiseconnection.com](http://www.theparadiseconnection.com).



## AD/ARTICLE DEADLINES

Edition	Close Date	Materials Due	Publication Date
WINTER	November 10	November 25	December 15
SPRING	February 10	February 25	March 15
SUMMER	May 10	May 25	June 15
FALL	August 10	August 25	September 15

### Community Seeds Contacts:

Advertising Team:

Sales@CommunitySeeds.com

Advertising Artwork/Editing: DeAnna Holman, Iterns

Editorial Content: DeAnna Holman, Amy Behlke, Greg Holman,

Interns, and Community Contributors

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For Intern information, e-mail us at:

[intern@communityseeds.com](mailto:intern@communityseeds.com).

To view the magazine, go to [www.communityseeds.com](http://www.communityseeds.com).  
Please e-mail your questions to [info@communityseeds.com](mailto:info@communityseeds.com).

