



**ORGANIC FARMERS  
ASSOCIATION**

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# SPONSORSHIP OPPORTUNITIES

TO SPONSOR, PLEASE CONTACT ANNIE BROWN, DIRECTOR OF DEVELOPMENT,  
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# ORGANIC FARMERS ASSOCIATION

A NATIONAL VOICE FOR CERTIFIED ORGANIC FARMERS



## WHAT IS OFA?

Organic Farmers Association is a **national** membership organization for certified organic farmers, farm organizations, and their supporters. We provide a strong and unified voice advocating for the priorities of certified organic farmers.

## ONE FARM, ONE VOTE

Our membership structure emphasizes that all organic farms and farmers are equal. No matter the size of the operation, certified organic farmers pay an affordable rate for membership and receive one vote on policy issues. Everyone's voice is important at the table.

## FARMER-LED

While we work closely with state, regional and national organic farming organizations, only certified organic farmers receive voting privileges in our organization and determine policy positions, allowing us to authentically represent and protect the interests of organic growers nationwide. Additionally, our leadership, including Governing Council and Policy Committee, are comprised of a majority of organic farmers elected by their peers.

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# POLICY IS OUR PRIORITY

## Government policy impacts every step

of an organic operation from farm to market, which is why our top priority is to shape and introduce national policies that positively impact our members. Each year Organic Farmers Association surveys all U.S. certified organic farmers on their top policy priorities and drafts policy positions that are ultimately voted on by our farmer members.

## Some of our top policy priorities include:

- Compliance and Enforcement
- Dairy and Grain Integrity
- Climate Change
- Importance of Soil

We invite you to learn more about our policy positions at [OrganicFarmersAssociation.org](https://OrganicFarmersAssociation.org)



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# WE NEED YOUR SUPPORT

SUPPORT OF ORGANIC FARMERS ASSOCIATION HELPS ORGANIC FARMERS FROM  
ACROSS THE COUNTRY—EXPANDING ACCESS TO HEALTHY, ORGANIC FOOD.

## SPONSORSHIP LEVELS & BENEFITS

### \$5,000+

- Full Page Ad in New Farm magazine  
(\$2,000 value)
- OFA Organization membership  
(\$250 value)
- Opportunity to offer incentives to OFA members
- Logo on OFA website sponsor page
- Logo on emails to all certified organic farmers
- All the benefits of Organic Farmers Association
- Recognition at Annual D.C. Fly-in and Reception

### \$2,500–\$4,999

- Full Page Ad in New Farm magazine  
(\$2,000 value)
- OFA Organization membership  
(\$250 value)
- Opportunity to offer incentives to  
OFA members
- Logo on OFA website sponsor page
- Logo on emails to all certified organic farmers
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## SPONSORSHIP LEVELS & BENEFITS

**\$1,500–\$2,499**

- Half-Page Ad in New Farm magazine
- OFA Organization membership
- Opportunity to offer incentives to OFA members
- Logo on OFA website sponsor page
- All the benefits of Organic Farmers Association

**\$500**

- Marketplace (Sixth-Page) Ad in New Farm magazine
- OFA Organization membership
- Logo on OFA website sponsor page
- All the benefits of Organic Farmers Association



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# NEW FARM

## MAGAZINE

New Farm brings to life the mission of Organic Farmers Association by giving a voice to organic farmers and uniting the organic community around important issues that impact producers. In words and images, New Farm tells stories that inspire and inform the organic community.

## DISTRIBUTION

New Farm is distributed annually in fall to more than 25,000 individuals in the organic community across the United States, including every single domestic certified organic farmer.

### NEW FOR 2020

This year, New Farm will be distributed with a free copy of ACRES magazine and to the full ACRES magazine subscriber audience.



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# NEW FARM AD SPECS

## TIPS:

- Press-Ready PDF with resolution of 300 dpi preferred.
- EPS, JPG and TIFF files accepted.
- Ads can be full-color.
- Make sure your text is inside the safe area.
- Avoid using borders.

## SIZES

### FULL PAGE

Ad with bleed: 8.25" w x 10.75" h

(includes .125" bleed on four sides)

The live (or safe area) should be .25" inside the trim.

Please make sure text and other critical parts of your design are in the safe area.

### HALF PAGE

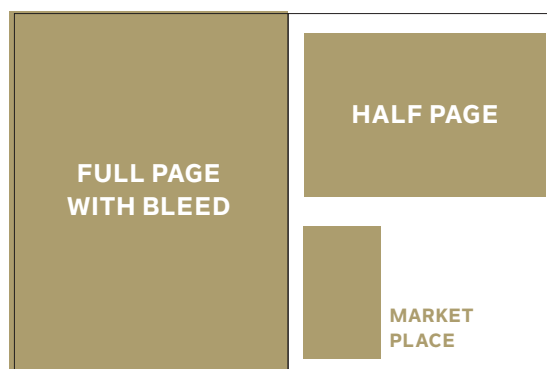
(no bleed)

7.25" w x 4.625" h

### MARKETPLACE

(1/6 Page, no bleed)

2.25" w x 4.625" h



## DEADLINES

### AD COMMITMENT

July 20, 2020

### ISSUE MAIL

September 8, 2020

### AD MATERIALS DUE

August 1, 2020

### EXPECTED IN-HOME

Early October

### ISSUE SENT TO PRINT

August 8, 2020

## AD SUBMISSION

Ads may be sent to OFA at  
[ads@organicfarmersassociation.org](mailto:ads@organicfarmersassociation.org)  
610-683-1400

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