



ORGANIC FARMERS  
ASSOCIATION

# 2024 SPONSORSHIP OPPORTUNITIES



# Why Support Organic Farmers Association?

## A STRONG NATIONAL VOICE

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

## FOR FARMERS, BY FARMERS

We work closely with state, regional, and national organic farming organizations, but only certified organic farmers have a vote to set our policy positions. This farmer control gives OFA authenticity to represent and protect the interests of organic growers nationwide.

## ONE FARM, ONE VOTE

Our membership structure emphasizes equality among organic farms. No matter the size of the operation, certified organic farmer members have an equal say in determining policy.

## POLICY IS OUR PRIORITY

Government policy impacts every step of an organic operation from farm to market, yet farmers rarely have the time to make their voices heard in DC. OFA makes sure the most pressing policy concerns of organic farmers are heard loud and clear in the halls of Congress and the USDA.

Organic farmers set the policy priorities for OFA annually through a grassroots process. Our work authentically represents farmers' concerns at the national level.

## SPONSORSHIP

Support of the Organic Farmers Association helps farmers across the country thrive. Successful organic farmers are essential for a strong national organic market based on principles of high integrity.





# Sponsor Levels & Benefits

## \$5,000+

- **Highest priority placement** in digital quarterly magazine, *Organic Voice* (\$2,500 value)
- **Full Page Ad** in *Organic Voice* (\$2,500 value; 50K distribution; 4 times a year)
- Opportunity to offer incentives to members
- Guest Blog/Article Opportunity
- Four Sponsor Posts on social media (1 per quarter)
- Logo on Annual Meeting promo
- Logo on OFA website - Priority placement
- Logo on emails to U.S. certified organic farmers
- Logo on monthly e-news
- OFA Organization membership

## \$2,500-\$4,999

- **Priority placement** in digital quarterly magazine, *Organic Voice* (\$500 value)
- **Full Page Ad** in *Organic Voice* (\$2,500 value; 50K distribution; 4 times a year)
- Opportunity to offer incentives to members
- Two Sponsor Posts on social media
- Logo on Annual Meeting promo
- Logo on OFA website sponsor page
- Logo on emails to U.S. certified organic farmers
- Logo on monthly e-news
- OFA Organization membership

## \$1,500-\$2,499

- **Half Page Ad** in quarterly digital *Organic Voice* magazine (4 issues; 50K distribution) (\$1,500 value)
- Opportunity to offer incentives to members
- One Sponsor Post on social media
- Logo on OFA website sponsor page
- OFA Organization membership

## \$500-\$1,499

- **Sixth Page Ad** in quarterly digital *Organic Voice* magazine (4 issues; 50K distribution) (\$500 value)
- Opportunity to offer incentives to members
- Logo on OFA website sponsor page
- OFA Organization membership



# OFA ORGANIC VOICE AD SPECS

## TIPS:

- JPG, PNG, and TIFF files accepted.
- Ads can be full-color.
- 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.
- Please avoid borders.

## SIZES

### FULL PAGE

- (no bleed) 8.25" w x 10.75" h

### HALF PAGE

- (no bleed; horizontal only) 7.25" w x 4.625" h

### SIXTH PAGE

- (no bleed; vertical only) 2.25" w x 4.625" h

## DEADLINES

### AD COMMITMENT

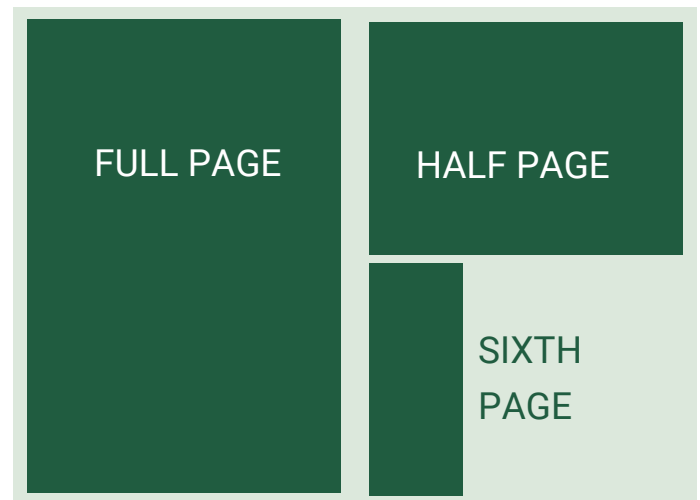
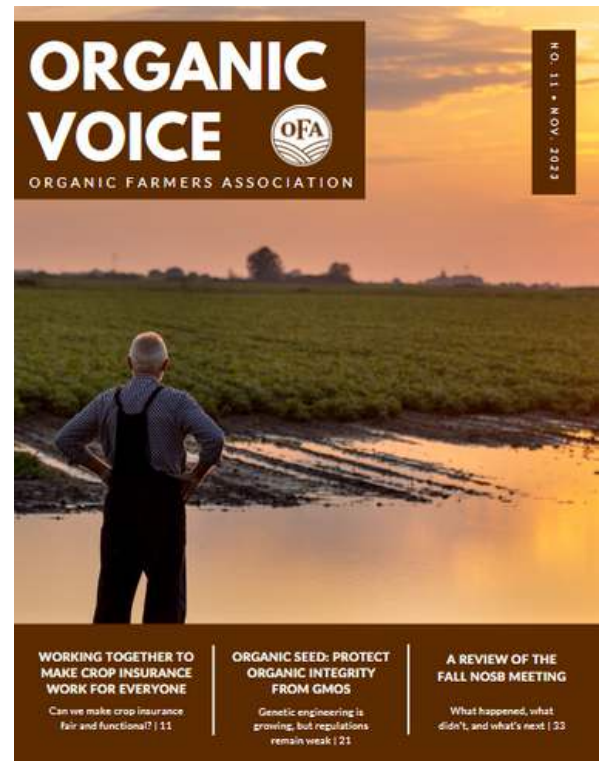
JAN 15

### AD MATERIALS DUE

FEB 1, MAY 1, AUG 1, OCT 1

### ISSUE EMAIL & WEB POSTED

FIRST WEEK OF MAR, JUNE, SEPT, NOV



## AD SUBMISSION

Ads may be sent to OFA at

[Ads@OrganicFarmersAssociation.org](mailto:Ads@OrganicFarmersAssociation.org)

### TO SPONSOR & ADVERTISE:

Please contact Amber Lippon at

[Amber@OrganicFarmersAssociation.org](mailto:Amber@OrganicFarmersAssociation.org)