

<b>Premium Pages (Color)</b>	SIZE	1 x	4 x
• Back Cover: (plus 1/8" for full bleeds)	8.25" x 10.75"	\$2,000	\$1,700
• Inside Front or Back Cover: (plus 1/8" for full bleeds)	8.25" x 10.75"	\$1,750	\$1,500
<b>4-color Ads</b>			
• Full Page:	7.5" x 9.5"	\$1,500	\$1,275
• Half Page (horizontal):	7.5" x 4.75"	\$ 800	\$ 650
• Half Page (vertical):	3.5" x 9.5"	\$ 800	\$ 650
• Quarter Page:	3.75" x 4.75"	\$ 450	\$ 385
• Business Card:	3.5" x 2.0"	\$ 250	\$ 215
<b>Black &amp; White Ads</b>			
• Full Page:	7.5" x 9.5"	\$1,175	\$ 925
• Half Page (horizontal):	7.5" x 4.75"	\$ 650	\$ 500
• Half Page (vertical):	3.5" x 9.5"	\$ 650	\$ 500
• Quarter Page:	3.75" x 4.75"	\$ 375	\$ 325
• Business Card:	3.5" x 2.0"	\$ 200	\$ 150

<b>Issue:</b>	<b>Spring</b>	<b>Summer</b>	<b>Fall</b>	<b>Winter (note change)</b>
<b>Ad Deadline:</b>	March 10	June 10	Sept 10	Nov 10
<b>Publication Date:</b>	April 10	July 10	Oct 10	Dec 10

**SPECIAL REQUESTS:** Unique Sizes, Inserts, Business Reply Cards: Rates available upon request.

Free listing in the Directory • Free listing on [ediblechesapeake.com](http://ediblechesapeake.com)

Purchase any size display ad and receive free placement in the Directory, a text only section where you can present the details, schedules and information about your business in an alphabetically indexed, easy to reference format. Also included in your ad price is a Directory listing on our website.

**AD SPECS:** Please submit your ad in one of the following formats: 300 dpi, tiff or eps file with fonts embedded, a high resolution pdf file, or a Quark 6 (or higher version) for Mac document with all fonts and links included. Grayscale files (for Black & White ads), cmyk files (for color ads). Please make sure your ad is the correct dimension, and is not RGB. Just call or e-mail us prior to the ad deadline and we will be happy to answer any questions you may have. **CREATIVE AND PRODUCTION SERVICES AVAILABLE. ASK FOR RATES.**

## Advertiser Information

Name: \_\_\_\_\_ Ad Size: \_\_\_\_\_ Ad Rate: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Issue: \_\_\_\_\_

Number of times ad will run: \_\_\_\_\_

Special Note: \_\_\_\_\_

Check, credit card or PayPal payment accepted

*edible* **CHESAPEAKE**  
Celebrating the Abundance of Local Foods, Season by Season



info@ediblechesapeake.com or (301) 675-2299

www.ediblechesapeake.com

Mailing Address: P.O. Box 7, Riverdale, MD 20738

Edible Chesapeake is a member of Edible Communities • [www.ediblecommunities.com](http://www.ediblecommunities.com)

## OUR READERS

Edible Chesapeake readers are concerned, connected, savvy and community minded. They are active consumers who are passionate about local foods and sustainability. They are champions of local, independent businesses. They care about the quality of the food they eat and where it comes from. They are more likely to buy a book from an independent book store than from Amazon. They shop neighborhood markets before big chains. They look for value but don't mind paying more for something if its quality is exceptional and there is a good story behind it. They are regular restaurant diners and terrific home cooks. Their children know that beef comes from cows and not from shrink wrapped containers at the supermarket. They support their local farmers' markets and understand that the best tasting foods are seasonal, fresh and local.

## WHY DO THEY VALUE EDIBLE CHESAPEAKE?

Frankly, they trust us. They know that we care as deeply as they do about our foodshed and community sustainability. They know we are an honest, smart, and aesthetically beautiful publication. No other magazine devotes editorial exclusively to the local foods from the Chesapeake Bay region, so we bring them the information they are looking for in a way that is highly appealing.

## DEMOGRAPHIC (Based on Edible Communities readers survey\* conducted, November 2005)

51% women

49% men

25–86 years old

Pass along readership = 3.5 per copy

\$115,000 average household income

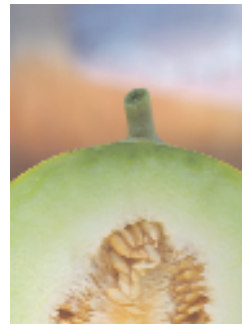
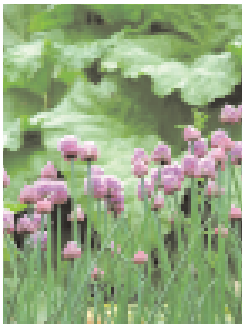
84% are college graduates

81% are professionals, educators, entrepreneurs

Travel for pleasure an average of 14 days per year

When planning a trip 76% make a restaurant reservation before they make a hotel reservation

\*Out of 1182 readers who were surveyed, 891 replied. That is a response rate of just over 75%—an outcome that far exceeds the usual response rate of 10-15%!



## WHY ADVERTISE IN EDIBLE CHESAPEAKE?

- Our rates are the most cost-effective in the region for reaching connected consumers who sincerely care about businesses like yours
- Complimentary listings in both our Advertisers' Directories—online at [www.ediblechesapeake.com](http://www.ediblechesapeake.com) and in print in every issue of Edible Chesapeake
- A minimum of 25,000 copies distributed throughout Maryland, Virginia and Washington, DC on a quarterly basis
- Advertisers receive a supply of Edible Chesapeake to give to their customers free of charge

## OTHER THINGS OUR READERS TELL US

"We never throw an issue away—we keep them all and use them over and over again."

"We pick up extra copies from local advertisers and mail them out to our family members who have moved away so they can still feel close to home."

"Out of all the magazines we subscribe to, Edible Communities publications are our favorites."

"I thought I knew everything about the local foods and farmers in my community but I learn something new every time I read your publication."

"Every time I realize another issue is due I start watching the mailbox for it. I can't tell you how much I look forward to reading it and you have never disappointed me. Every issue is great!"

"Thanks for taking the time to write the articles with such attention to detail. I appreciate that, and it is one of the most striking characteristics of your magazines—the level of care you obviously take in writing the stories."