



# LOCAL FOOD GUIDE

Tailgate Markets, CSAs, Restaurants, U-Pick Farms, & More in the Southern Appalachians

## ADVERTISE IN THE GUIDE



### 2015 Annual Rates

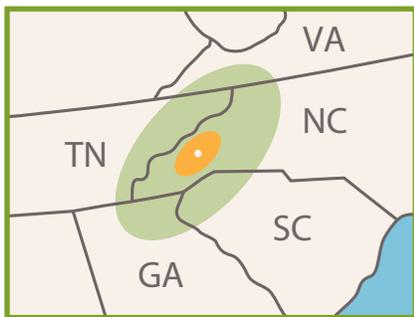
#### Premium Ad Rates

Centerfold spread	<b>Farm</b> \$2,600	<b>Business</b> \$3,350
Outside back cover	<b>Farm</b> \$1,950	<b>Business</b> \$2,800
Inside front cover	<b>Farm</b> \$1,700	<b>Business</b> \$2,500
Page 1 (facing IFC)	<b>Farm</b> \$1,700	<b>Business</b> \$2,500
Inside back cover	<b>Farm</b> \$1,600	<b>Business</b> \$2,350
Page 2 or 4	<b>Farm</b> \$1,600	<b>Business</b> \$2,350

ASAP's *Local Food Guide* is the go-to food and farm resource for locals and visitors alike. Each year, thousands pick up the guide to find local products and connect with area farms. **Guide users want to support local farms and businesses that buy local, and they keep and refer to the guide all year long.**

ASAP's *Local Food Guide* offers year round promotion with distribution focused around Asheville, but available throughout the Appalachian Grown region. Over 50,000 copies of the guide are printed and distributed to more than 200 locations.

Businesses, visitor centers, and farmers markets are stocked regularly to ensure customers can find this key resource for connecting with local food and farms.



To reserve your ad space, please contact us at 828-236-1282, or email [ads@asapconnections.org](mailto:ads@asapconnections.org).

#### Important dates:

Ad contract and artwork due: **January 30, 2015**

Publish date: **April 11, 2015**

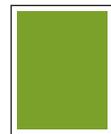
**Appalachian Grown partners and farms receive a free print listing with their ad purchase.**

Speak to a representative for special tailgate market rates.

#### Full Page • 7.25" x 9.2"v or 8.25" x 10.5"v bleed

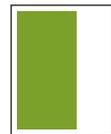
**Farm** \$1,075    **Business** \$1,495

(Premium page • 8.25" x 10.5"v bleed or 7.25" x 9.5" v)



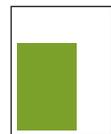
#### 2/3 Page • 4.75" x 9.2"v

**Farm** \$900    **Business** \$1,175



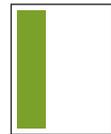
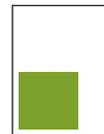
#### 1/2 Page • 7.25" x 4.5"h or 4.75" x 6.25"v

**Farm** \$725    **Business** \$995



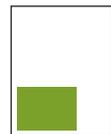
#### 1/3 Page • 4.75" x 4.5"h or 2.25" x 9.2"v

**Farm** \$575    **Business** \$845



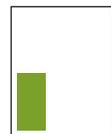
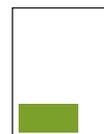
#### 1/4 Page • 4.75" x 3.5"h

**Farm** \$450    **Business** \$700



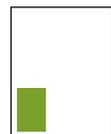
#### 1/6 Page • 4.75" x 2.15"h or 2.25" x 4.5"v

**Farm** \$325    **Business** \$550



#### 1/8 Page • 2.25" x 3.5"v

**Farm** \$250    **Business** \$470



306 West Haywood St., Asheville, NC 28801  
828-236-1282 • [www.asapconnections.org](http://www.asapconnections.org)

The *Local Food Guide* is researched, produced, distributed, and sustained by ASAP, a nonprofit organization working to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.



## Mechanical Requirements for Print

- Trim size: 8.25" x 10.5".
- Stock: newsprint
- Column width: 1 = 2.25", 2 = 4.75", 3 = 7.25"
- Ads must be submitted digitally in CMYK color.
- All images must have a pixel resolution of at least 300 dpi.
- No rich blacks, total ink limit is 240%.
- Standard ads should be submitted with **no** crops or bleed.
- Full page ads may bleed at no additional charge. Please provide crops and 1/4" bleed on all sides. Live print area is 7.25"x 9.5"
- Files may be created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop, or QuarkXPress.
- Acceptable formats include PDF (preferred), EPS, or TIF. Microsoft Word or Microsoft Publisher files are **not** accepted.

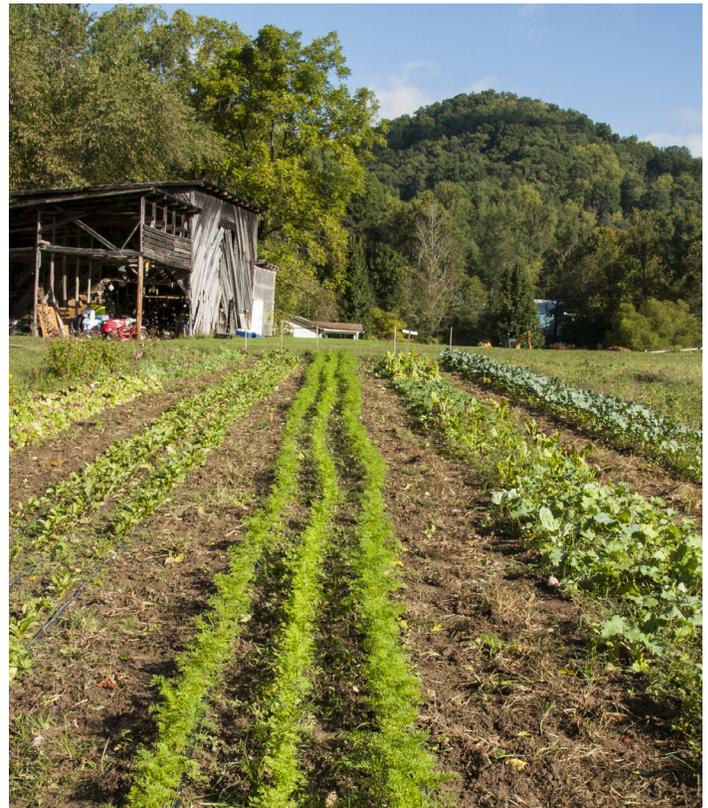
## Artwork submission Details

- Please include your farm or business name in the file name. Example: "Restaurant\_2015LFGad.pdf." Do not name "ASAP ad."
- Email ad submissions to [ads@asapconnections.org](mailto:ads@asapconnections.org) or upload to Dropbox.com and share with [ads@asapconnections.org](mailto:ads@asapconnections.org).

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**Make sure YOUR farm or business is listed!** A listing in our print guide is \$30 for farms and \$100 for businesses. **Your basic guide listing fee is FREE with any ad purchase.**

To get in the guide (online or print), visit [appalachiangrown.org](http://appalachiangrown.org). Information for our online *Wholesale Local Food Guide* is collected at the same time. All information should be updated annually to ensure both guides are as current as possible. **An online listing is always free.**

### Elements of a good *Local Food Guide* ad

A good ad design can include many of the following:

- image that represents your business or product
- headline—this could be an action you want reader to take—or could be your logo or business name
- your copy should be brief and can include what you offer or what makes you unique
- web address, email or phone number—a way for the reader to get more information about your products or services
- Include only if it is important:
  - physical address, if you want people to visit
  - hours of operation
  - social media icons

### Tips about getting help designing your ad

A graphic designer can get you noticed with a professionally designed ad. Designers have the skills and software to provide artwork to our specifications. They can update your ad and even help you with other design services as they arise, such as logo or website design. Design services are available from many local designers.

When choosing a designer, view several designers' websites or ask to see samples of their work. Call a few whose work you like. Tell them about your business and what you need, then ask for a quote.

When you meet with a designer, be prepared to answer some questions about your business. Pictures of your farm or business are always a great place to start. If you have a logo, provide them the best quality version you have. Give them a copy of this sheet for our specifications, or send them to our website to find the information.