

APPALACHIAN
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LIVING BETTER. LOCALLY.

LOCAL FOOD GUIDE 2017 ADVERTISING RATES

These rates are good when paid by October 1, 2016
After this date, these rates raise 10%

1/8 page	\$ 60.00
1/6 page	\$ 95.00
1/4 page	\$ 190.00
1/3 page	\$ 275.00
1/2 page	\$ 400.00
2/3 page	\$ 500.00
Full page	\$ 600.00
Centerfold	\$ 1,600.00
Outside back	\$ 1,100.00
Inside Front	\$ 800.00
Inside back	\$ 800.00

ASD's Local Food Guide is a resource for consumers who seek local food year round. This Local Food Guide Focuses on and is distributed throughout southwest Virginia and northeast Tennessee from Wytheville, VA to Johnson City, TN. Farmers Markets, Extension offices, restaurants, retailers, and other locations are kept stocked throughout the year. The Local Food Guide provides year round promotion for your business. Many people carry a copy of the Food Guide as a resource in their ongoing quest for locally grown and served food. 10-15,000 copies are printed annually based on funds raised to support it.

To reserve your ad space please
email: foodguide@asdevelop.org or
call: (276) 623-1121

15,000 copies of ASD's Local Food Guide are expected to be printed for the 2017 season
Distribution will be throughout
Southwest VA and Northeast TN

2017 Food Guide

Ad Space Layout Options

You can submit your original artwork for the following ad sizes.

**Artwork and payment are due:
January 1, 2017
The Local Food Guide will be
printed in February 2017.**

Artwork must be submitted:
Appropriately scaled to

in pdf or jpeg format
pixel resolution of at least 300

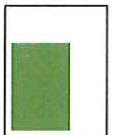
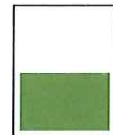
Full Page • 7.25" x 9.2"v or 8.25" x 10.5"v



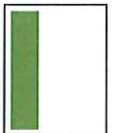
2/3 Page • 4.75" x 9.2"v



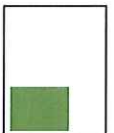
1/2 Page • 7.25" x 4.5"h or 4.75" x 6.25v



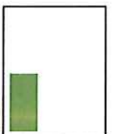
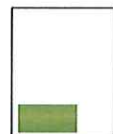
1/3 Page • 4.75" x 4.5"h or 2.25" x 9.2"v



1/4 Page • 4.75" x 3.5"h



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



1/8 Page • 2.25" x 3.5"v



Please contact *Tamara McNaughton* at foodguide@asdevelop.org
or at the ASD Office at (276) 623-1121

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PO Box 791, Abingdon, VA 24212
1096 Olde Berry Dr., Abingdon, VA 24210

ASD's mission is to **grow food, communities and opportunities to build a thriving Appalachia.** The Local Food Guide is one of the many ways we accomplish this mission.