

# MEDIA KIT



## ABOUT

### Spoonful Newsletter

Spoonful is the bi-monthly newsletter for the Common Market co-op in Frederick, Maryland. A spoonful of anything provides just a taste, and that is exactly the goal of Spoonful—to provide a taste of all that the Common Market has to offer. Community-minded, it provides owners, customers, and the public more information about the products and people the Common Market supports and the food that makes it thrive. Spoonful brings people together through information and tastes of wisdom.

## CONTACT INFORMATION

The Common Market  
5728 Buckeystown Pike B1, Frederick, MD 21704  
marketing@commonmarket.coop | 301.663.3416

## WHO ARE WE?

The Common Market is a member-owned, value-driven consumer cooperative. We aim to serve the Frederick area with high quality natural foods, health products, and household supplies. As a cooperative, the Common Market has specific Ends that outline its reason for existence.

The Common Market exists to achieve the following in our local region:

1. To foster a prosperous, just, and vibrant local food economy that connects local consumers with local food sources.
2. To foster an economically successful and growing business operated on the model of cooperative ownership.
3. To foster a community whose members are educated about food, health and wellness choices, and social and environmental issues in food production.
4. To foster a model for the use of environmental resources that is sustainable in the products sold, business operated, and practices promoted.

*Spoonful* is the Common Market's bi-monthly newsletter. Geared toward owners and customers alike, it educates and informs readers about the local food economy and the ways the Common Market contributes to the community.

*Spoonful* achieves these ends in the following ways:

1. Through informative articles that connect local food products and businesses with our customers.
2. As a free newsletter that is available to anyone who walks through our doors, it encourages customers to invest in their food in a value-oriented way.
3. With a listing of upcoming classes, readers can join their co-op community in an educational environment on topics that are of interest to them.
4. Printed on environmentally friendly paper, the impact of the production process itself is lessened. By offering digital copies, paper waste is also lessened.

## READERSHIP

Our readers are environmentally conscious, health conscious, and food conscious, and they invest in what they believe in.

### Ownership:

Number of current owners .....	6,271
< 1 Year .....	320
1 - 4 Years .....	2,399
5 - 9 Years .....	1,343
10 - 14 Years .....	1,850
Average number of new owners per year .....	416

### Owner residency:

Maryland .....	4,904
Pennsylvania .....	190
Virginia .....	221
West Virginia .....	330

### Frequency of owner shopping trips:

More than once a week .....	19.5%
Once a week .....	34%
Once a month .....	12.8%
Twice a month .....	25.6%

### Daily Numbers:

Average daily transactions .....	1,250
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### Reasons for reading Spoonful:

Classes .....	36.6%
Articles .....	64.9%
Advertisements .....	3.7%
Recipes .....	43.9%
Kids information .....	5.7%
Other .....	6.4%

# WHAT'S IN AN ISSUE OF SPOONFUL?

Every issue of Spoonful is themed around events happening in those months or the season the newsletter appears. Every issue includes the following types of articles:

## Recipes

We publish recipes that highlight seasonal ingredients. If a cooking class is being held in our Community Room in the coming months, we will often have that individual serve as our recipe contributor.

## Classes

Cooking and informative classes and workshops are held in our Community Room, often led by local individuals who not only value the topics they are teaching but have experience on the topic.

## Department Features

One department receives a feature each newsletter, highlighting products and staff that make that department successful.

## Informative Articles

These articles highlight topics that are important to the Common Market and our audience. They may also incorporate select products that are correlated to the theme of that newsletter.

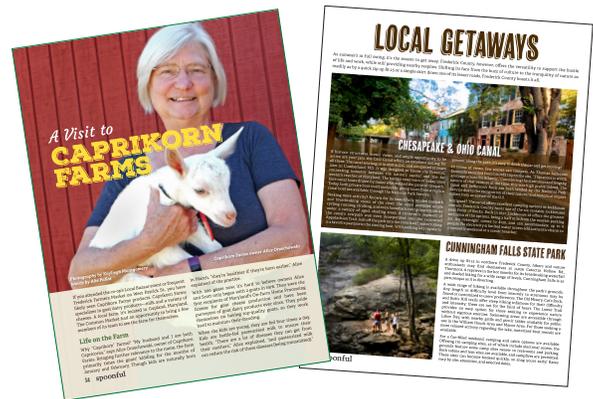
# EDITORIAL CALENDAR

<b>JAN/FEB</b> Renewal, health, & romantic dinners	<b>MAR/APR</b> Spring, Earth Month, & Call for Board candidates	<b>MAY/JUNE</b> Mother's Day & Father's Day
<b>JULY/AUG</b> Buy Local & Call to vote	<b>SEPT/OCT</b> Back to school, Ownerfest, Fall, & Halloween	<b>NOV/DEC</b> Holidays, Family, & Giving Back

# FEATURES

Spoonful features include:

- Recipes
- Farm Visits
- Date Night
- Local Events
- Local Trips
- Gift Ideas
- Sustainability
- Seasonal Activities

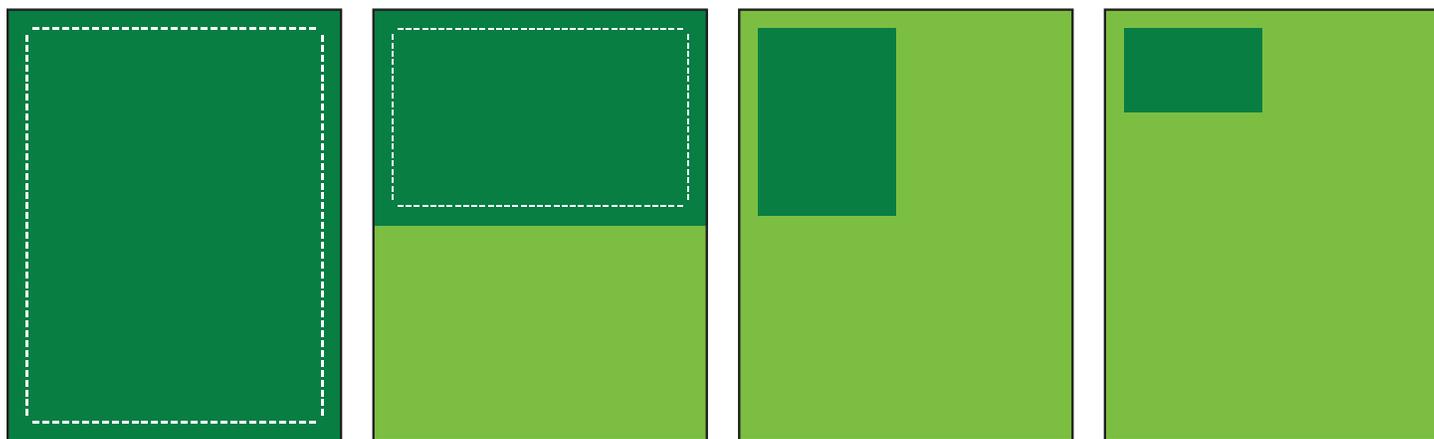


## RATES & SIZES

OUR COMMUNITY PARTNERS PROGRAM OFFERS 10% OFF ALL ADVERTISING RATES.

<b>FULL PAGE</b>	<b>1x</b> RUN --- \$175.00 partner price: \$157.50	<b>3x</b> AD SERIES --- \$425.00 partner price: \$382.50
<b>1/2 PAGE</b>	<b>1x</b> RUN --- \$130.00 partner price: \$117.00	<b>3x</b> AD SERIES --- \$315.00 partner price: \$283.50
<b>1/4 PAGE</b>	<b>1x</b> RUN --- \$100.00 partner price: \$90.00	<b>3x</b> AD SERIES --- \$260.00 partner price: \$234.00
<b>1/8 PAGE</b>	<b>1x</b> RUN --- \$75.00 partner price: \$67.50	<b>3x</b> AD SERIES --- \$200.00 partner price: \$180.00

## AD SIZE & FORMATS



**Full Page**  
8.5" x 11"

**Half Page**  
8.5" x 5.5"

**1/4 Page**  
3.5" x 4.75"

**1/8 Page**  
3.5" x 2.125"

### ART SPECIFICATIONS:

Accepted formats: high resolution TIFF, JPEG, EPS, or PRESS- OPTIMIZED PDF. Files must be supplied in the correct size and format along with fonts embedded and all elements at 300 dpi. Photographs, logos, and accompanying graphics for ad creation must be furnished at a minimum 300 dpi resolution.

**FULL/HALF PAGE ADS** must extend, or "bleed," at least .25" (1/4") past the **trim line** (ad dimensions including **bleed line** should be at least 9" x 11.5" for full page ads and 9" x 6" for half page ads). To ensure that important text and/or images are not unintentionally cropped off during the printing process, please stay within the **safe area**, which is .5" inside the **trim line** on all sides. We do not accept screen graphics taken from websites as they do not provide acceptable print quality.

# ADVERTORIALS

## What is an advertorial?

An advertorial is a unique ad opportunity to highlight your business. It combines the guaranteed placement of an ad with the news-oriented approach of editorial copy. This can help promote your business, products, or services in a new way.

An advertorial provides your business the opportunity to really tell Common Market owners, customers, and Spoonful readers more about what sets your business, product, or service apart. It is the perfect opportunity to include specific product information or even to help build a relationship between your company and customers.

Our writer will craft a “behind the scenes” look at you and your business so readers can see what makes you stand out.

## How it works:

- Our Content Editor will contact you to set up a phone interview.
- Based on the information provided in the interview, the writer will develop a 400 to 600 word advertorial. The writer will provide a draft of the advertorial for your review in a timely manner.
- You will also be contacted by one of our photographers to schedule a time and date to photograph you and the products/services you wish to promote.
- The photograph and editorial copy will be laid out by one of our graphic designers. A final proof will be provided for your approval prior to publication.
- Advertorials can be increased to two pages for an additional cost.
- Advertorials are developed on a per issue basis. To have an advertorial in more than one issue of Spoonful, please make arrangements with our Content Editor. Content will be adjusted based on Spoonful theme and information provided in the interview.



## What you get:

- A professionally written, customized editorial piece that highlights your business.
- A professional photographer to come to your business for a professional photo.
- A full-page, full-color ad that looks and feels like editorial content.

**TOTAL COST**  
**One-page: \$250**  
**Two-page: \$300**

Community Partners receive 10% off Advertorials.

# IN-STORE ADVERTISING

## What is in-store advertising?

We use hanging posters called rail posters to highlight products, savings, and events. These posters are hung on a rail system that sits above products and runs through the interior of the store. This is an excellent way to consistently have your target audience notice your business.

## Packages:

### The Necessities

**\$300**

- Small rail poster signage for one quarter (3 months)

### The Basics

**\$320**

- Large rail poster signage for one quarter (3 months)

### The Combo, A

**\$350**

- Small rail poster signage for one quarter (3 months)
- A single-run quarter page advertisement in our bi-monthly newsletter, *Spoonful*

### The Combo, B

**\$400**

- Large rail poster signage for one quarter (3 months)
- A single-run half page advertisement in our bi-monthly newsletter, *Spoonful*

### The Combo, C

**\$430**

- Small or large rail poster signage for one quarter (3 months)
- A single-run full page advertisement in our bi-monthly newsletter, *Spoonful*

*Please note: You may purchase an In-Store Advertising package as well as another advertising option. However, the individual prices will remain the same. The only package discounts are for the In-Store Advertising packages.*



## How it works:

- Our Content Editor will contact you for the information you would like advertised on the rail poster.
- You will provide our Marketing Team with your company logo or preferred graphic in the appropriate size.
- Our Graphic Designers will design the rail poster using your images.
- Your rail poster will hang in our store, near the appropriate product, for one quarter

## Photo and Image Requirements:

- Logos must be in either Vector AI or EPS format
- Photos must be no less than 300 dpi

*Community Partners receive 10% off In-Store Advertising Packages.*

# RAIL POSTER OPTIONS



## Option 1

- Two images
- Business information
- A short blurb about the business

*The background will be adjusted by our Graphic Designer to ensure it matches the images and the business.*

## Option 2

- Two images
- Business information
- Logo

*The background will be adjusted by our Graphic Designer to ensure it matches the images and the business.*

## Poster Dimensions:

*These vary depending on the location of the poster. Below you will find the dimensions by store location:*

- For Cafe, Frozen, Produce, & Perishable, the small size is 36x48 & the large size is 72x48
- For Bulk, only one option is available, at 48x21

# GENERAL TERMS & CONDITIONS

## Right of Refusal

All advertising agreements are subject to the Common Market's approval and acceptance.

## Payment

Please note the contract, ad, and payment deadlines on your contract. All ads must be paid for in advance of printing. If an advertiser chooses to run a series of three ads, the entire series must be paid upfront before the first ad runs. If the advertiser would like to receive an invoice prior to sending payment, they must notify the Common Market in writing. Once payment is received, the Common Market will send an invoice marked "PAID." Once an advertiser commits to running an ad, it is the advertiser's responsibility to submit the ad prior to the deadline. If an advertiser who has committed to an ad fails to submit it by the deadline, the ad will not run, and the advertiser will still be responsible for paying for the ad.

## Series Discounts

Series rates assume that the same ad file will be used for the duration of the series. If an advertiser wishes to change ads within the series, then the single ad price will apply unless an ad change has been agreed to upon prior to signing the contract.

## Liability

The Common Market is not liable for non-delivery and/or delays in the event of any condition beyond the control of the Common Market affecting production or delivery in any manner. The advertiser agrees to deliver materials to the Common Market in accordance with the deadline schedule.

## Copy Authorization

Advertisers and their agents assume liability for all content of advertisements printed and assume responsibility for any claims made against the Common Market or the publisher for ad content and agree to indemnify, defend, and save harmless the Common Market or the publisher from any and all liability for the content of such advertisements.

## Placement

Requests for specified position are given consideration, but no guarantee is made. Advertisers are granted space on a first come, first served basis. If advertising space is filled, the advertiser will be placed on a waiting list and notified in order when space is available.

**For questions about advertising opportunities or to purchase your advertising package, please contact our Ad Sales Coordinator, Michael Brown by phone or email:**

**Phone - 301.663.3416 ext. 106**

**Email - [mbrown@commonmarket.coop](mailto:mbrown@commonmarket.coop)**