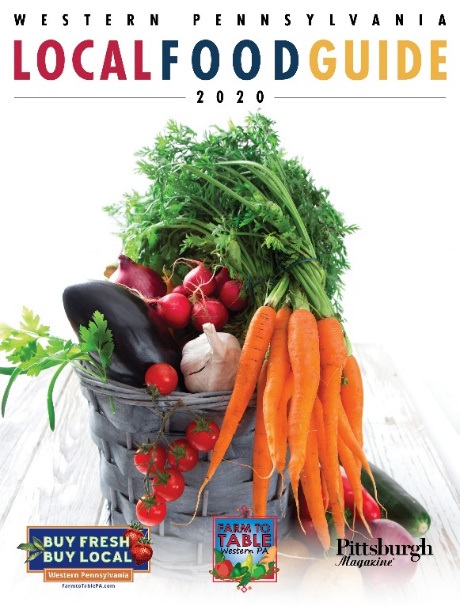
**Farm to Table Buy Local**

**Food Guide Advertising & Underwriting Sponsorships**

**Western PA Local Food Guide Advertising**

This directory of 750+ farms, farmers markets, CSAs, etc. contains local food tips, hacks & know how from farms, food businesses and food resource organizations. We help consumers connect to tools and resources to know how and where to access local, real, healthy food year-round. Ads and advertisers are subject to approval.

**Check out past editions:** [**https://farmtotablepa.com/local-food-guide/**](https://farmtotablepa.com/local-food-guide/)

Advertising Costs:

Inside Front/Back Cover $6,500

Full Page Ad $4,000

Half Page Ad $2,500

Farms Biz Card Ad $750

Sizes are width x height:

Full = 8.25” x 10.875” (with bleed, 8.5” x 11.125")

1/2 = 7” x 4.75”, horizontal or 4.75” x 7.1875” vertical

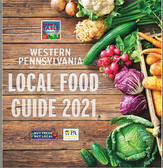
1/4 = 3.5” x 4.75”

Biz card size = 2.25” x 4.75”, vertical  or 4.75” x 2.25”, horizontal

Distribution of 60,000 through the following channels:

* Pittsburgh Home & Garden Show – October 6 – 8, 2023
* Pittsburgh Home & Garden Show, March 1 – 10, 2024
* Direct mail to 20,000+ Farm to Table subscribers
* Farmers Market tastings, throughout Western PA region, 10+ in 2024
* Farm to Table Connections Lunch & Learns throughout Western PA region, 12+ in 2024
* State wide Pennsylvania events: Mother Earth News Fair (Erie, PA), human resource conferences, affordable housing conferences, agriculture events

**Farm to Table Buy Local Underwriting Sponsorship**

Underwriters will have a customized package of benefits from Farm to Table Buy Local, including inclusion in Western PA Local Food Guide, signature events and ongoing public relations/media campaign.

Underwriting Costs & Benefits: $25,000 +

* 32,000 - Buy Fresh Buy Local e-newsletter
* 150,000 - Printed & digital reach w/media partners Pittsburgh Magazine & Table Magazine
* 40,000 + social media - Facebook, Twitter, Instagram, LinkedIn
* 5,000 - [**Farm to Table Organic Gardening classes**](https://farmtotablepa.com/events/) with Doug Oster
* 350,000 - Event attendance by Farm to Table staff at farmers markets, large community events, cooking clubs, community gardens, Farm to School programs, Farm to Table networking events

Advertiser/Sponsor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact information (Title, Business/Organization, City, State, Phone/Email): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please return form by June 30, 2023. Space cannot be reserved after August 31, 2023. Not all submissions are guaranteed to be published.** All artwork due by September 15, 2023. 50% payment is due at time of receipt to hold space. **You will receive written notification immediately if your advertisement will not appear in the Local Food Guide.**

Contact:

Erin Hart, Executive Director

412-657-3028

[ehart@american-healthcare.net](mailto:ehart@american-healthcare.net)

Farm to Table Buy Local

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