



## Advertising Information, Rates & Specifications

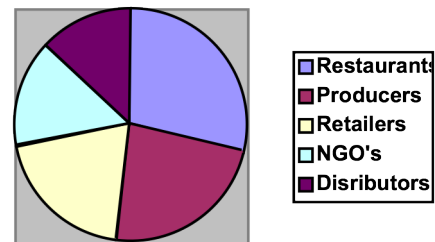
Reach key executives, buyers, influencers and decision makers in the natural, organic and sustainable food industry.

*Sustainable Food News* averages over 80,000 unique page views every month, or 1,700 daily. Plus, more than 5,000 industry leaders receive SFN's daily newsletter.

**Contact us for custom advertising programs that fit every budget.  
Contact 207-749-5249 or email [info@sustainablefoodnews.com](mailto:info@sustainablefoodnews.com).**

Readers of *Sustainable Food News* are decision makers in the following industries:

- 29% food service, restaurants, hotels
- 21% producers, manufacturers, processors
- 26% retailers (supermarket chains, grocery stores, club and discount stores)
- 13% distributors/brokers/wholesalers
- 10% NGOs and Nonprofits
- 1% Government employees



## Monthly Advertising Rates

DAILY E-NEWSLETTER BANNER ADS			
Banners	Size	Price/Month	Description
Sponsor (top)	234x60	\$1950	Premier banner ad position
Left side	120x60	\$525	Top of navigation bar
Left side	120x90	\$650	Bottom of navigation bar
Content	468x60	\$1500	Center
Anchor	768x120	\$950	Bottom of page
WEB BANNER ADS			
Banners	Size	Price/Month	Description
Top	234x60	\$900	Adjacent to SFN logo (right or left)
Top (big)	468x60	\$1350	Adjacent to SFN logo (entire)
Left side top*	120x60	\$475+	(120x60 – minimum size)
Left side btm*	120x90	\$425	(120 x no minimum vertical size)
Content	468x60	\$1050	Below feature stories
Anchor	768x120	\$900	Bottom of page (footer)

\* Note: left side top and bottom ads are in a rotating pool of three ads. Acceptable file formats: Web graphics, including .jpg or .gif files - usually 72 dpi. Ads must include a click-through URL.