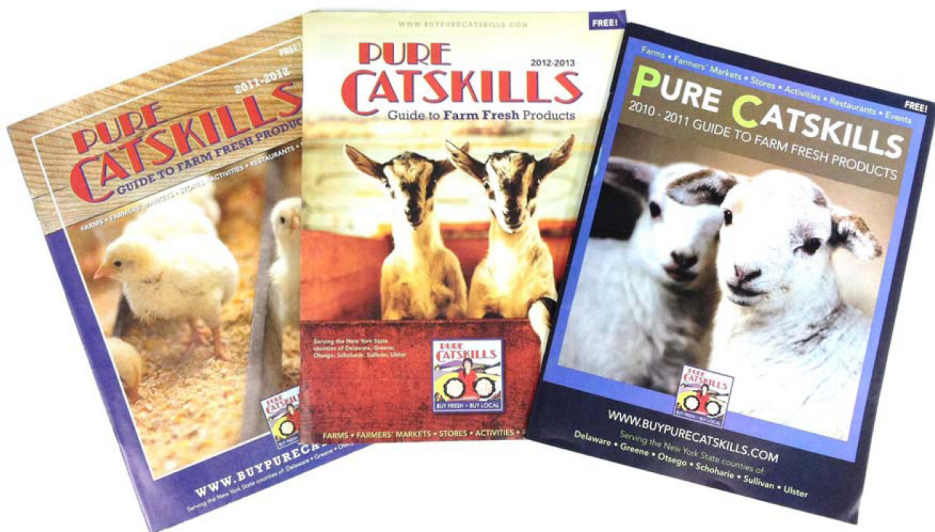


# JOIN THE PURE CATSKILLS 2013 BUY LOCAL CAMPAIGN



# \$35 =

- **Printed Guide listing** with contact information and a 50-word description
- Use of Pure Catskills **logo to enhance your marketing efforts**
- **Promotional support for your products** through events, print media, advertising, social media and other targeted campaigns
- **NEW for 2013: Sell your products online through the Pure Catskills Marketplace**

## Get in the Guide!

Now is the time to become a Pure Catskills member and to be listed in the **Guide to Catskills' Products**. Now entering its tenth year in publication, the Guide has become the signature resource to find farm, food and now wood-related businesses in the Catskills region.

This May, 50,000 copies will be distributed to nearly 500 locations in Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties!

Gain a higher profile with the **display advertisements** on the following page. Local residents and visitors alike look to this full-color guide for the best of local products, farmers' markets, dining experiences, unique retailers and exciting local events.

### Questions?

**Membership:** Sonia Janiszewski at 607-865-7090 or [sjaniszewski@nycwatershed.org](mailto:sjaniszewski@nycwatershed.org)

**Advertising Sales:** Tia Blaber at 800-836-7581 Ext. 10 or [tia@colorpageonline.com](mailto:tia@colorpageonline.com)

**WWW.PURECATSKILLS.COM**



# DISPLAY ADVERTISING OPTIONS

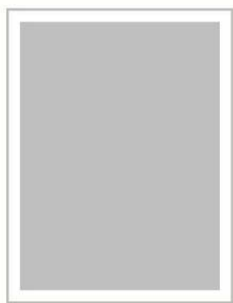
For more information about advertising, contact our publishing partner, ColorPage:

Tia Blaber  
800-836-7581 Ext. 10  
tia@colorpageonline.com

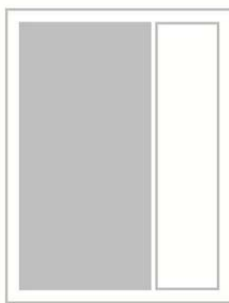
<b>Back Cover</b>	\$960
<b>Inside Covers</b>	\$900
<b>Page One</b>	\$840
<b>Full Page</b>	\$780

<b>2/3 Page</b> (Horiz. or Vert.)	\$540
<b>1/2 Page</b>	\$420
<b>4/9 Page</b>	\$360
<b>1/3 Page</b> (Square, Horiz. or Vert.)	\$300

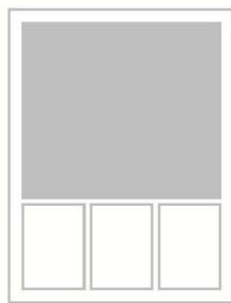
<b>2/9 Page</b> (Horiz. or Vert.)	\$245
<b>1/6 Page</b>	\$175
<b>1/9 Page</b>	\$125



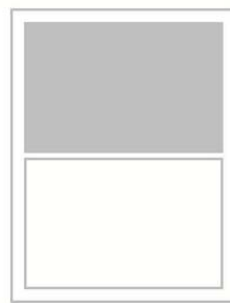
**Full Page**  
Width: 7.25"  
Height: 9.75"



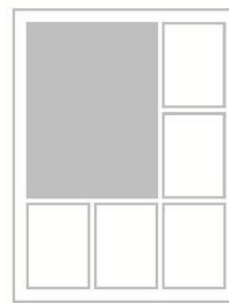
**2/3 Page Vertical**  
Width: 4.78"  
Height: 9.75"



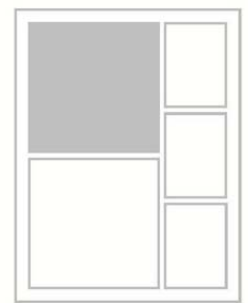
**2/3 Page Horiz.**  
Width: 7.25"  
Height: 6.44"



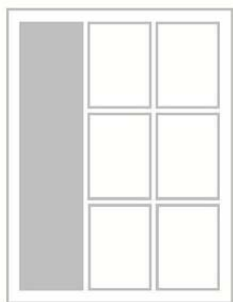
**1/2 Page**  
Width: 7.25"  
Height: 4.78"



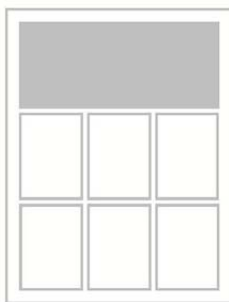
**4/9 Page**  
Width: 4.78"  
Height: 6.44"



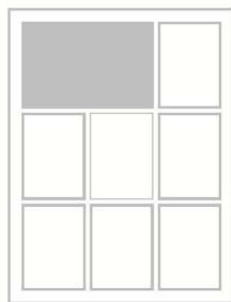
**1/3 Page Square**  
Width: 4.78"  
Height: 4.78"



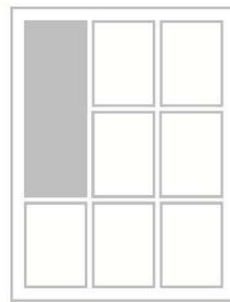
**1/3 Page Vert.**  
Width: 2.3"  
Height: 9.75"



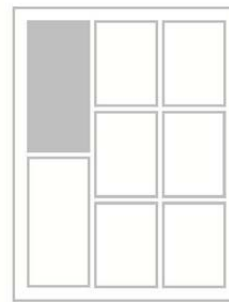
**1/3 Page Horiz.**  
Width: 7.25"  
Height: 3.14"



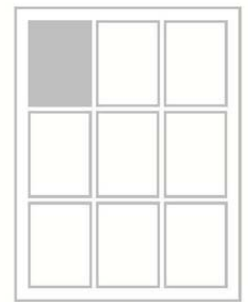
**2/9 Page Horiz.**  
Width: 4.78"  
Height: 3.14"



**2/9 Page Vert.**  
Width: 2.3"  
Height: 6.44"



**1/6 Page**  
Width: 2.3"  
Height: 4.78"



**1/9 Page**  
Width: 2.3"  
Height: 3.14"

## We can design your ad at no additional cost.

If you design your own ad, submit it as a four-color, camera-ready digital file. Ads may be submitted on a CD to ColorPage Publishing, 71 Tenbroeck Ave., Kingston, NY 12401, or emailed to tia@colorpageonline.com. Acceptable programs are Illustrator, Photoshop, Acrobat and InDesign up to CS3. All supporting fonts and photos must be included.



# PURE CATSKILLS 2013 ORDER FORM

## Complete and send with your payment to:

Pure Catskills c/o ColorPage Publishing, 71 Tenbroeck Ave., Kingston, NY 12401

### Directory Listings:

- Use the **same listing as last year** (find your listing online at [www.purecatskills.com](http://www.purecatskills.com))
- New or updated listing** (complete this form as it should appear in print)

Name of Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

eMail: \_\_\_\_\_ Website: \_\_\_\_\_

### Select One County:

Delaware | Greene | Otsego | Schoharie | Sullivan | Ulster | Other

### Please list my business in the following category (check one):

- Farms and Retail Members
- Farmers' Markets
- Restaurants
- Activities
- Forestry and Wood Products

In 50 words or less, describe your business: (if more space is necessary, attach to this form.)

Are you holding an event or activity at your business that you would like Pure Catskills to promote?

Event Name: \_\_\_\_\_ Date and Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

For more information (phone, website, email, etc.):

Description and Entry Fee: \_\_\_\_\_

### Display Advertising:

- Enclosed is my ad or ad materials
- Please use last year's ad
- Please use last year's ad with changes (please attach)
- New ad or new ad materials to be emailed to [tia@colorpageonline.com](mailto:tia@colorpageonline.com) by April 20, 2013
- Please call me to set up an appointment to discuss ad design

**\$35 listing fee waived with all display ad purchases!**

**Balances must be paid in full by April 20, 2013.**

### Check all that apply:

#### Farm & Food

- Accommodations
- Alcoholic Beverages
- Baked Goods
- Beef
- Christmas Trees
- Community Group
- CSA
- Dairy
- Eggs
- Fish
- Flowers
- Goat
- Grocer/Store
- Honey
- Horses
- Jams, Jellies, Pickles
- Lamb
- Maple Products
- Nursery
- Pork
- Poultry
- Produce
- Rabbit
- Tours/Activities
- U-Pick
- Wool Products
- Other: \_\_\_\_\_

#### Forestry

- Flooring/Moulding
- Furniture
- Home Goods
- Lifestyle
- Lumber
- Custom
- Other: \_\_\_\_\_

### Payment:

Display Ad: \$ \_\_\_\_\_

(Includes \$35 membership)

Membership Only: \$35

Total: \$ \_\_\_\_\_

- Check enclosed payable to "ColorPage Publishing"
- Pay by credit card

Credit Card Number:

\_\_\_\_\_

Exp. Date: \_\_\_\_\_

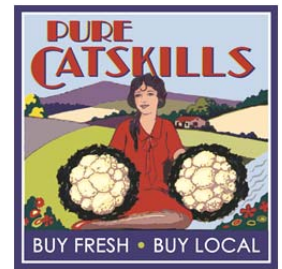
Signature:

\_\_\_\_\_

# PURE CATSKILLS

## 2013 MEMBERSHIP STANDARDS

Additional information available at [purecatskills.com](http://purecatskills.com)



*Pure Catskills* is a buy local branding campaign sponsored by the Watershed Agricultural Council. By promoting local natural-resource based products and the businesses that produce and sell them, the Council hopes to enhance the profitability of the Region's working landscapes. This branding campaign is a partnership between the Council and Catskill region businesses, and includes the annual *Pure Catskills* Guide to Catskills' Products, as well as signage, events, advertising, media outreach and promotional materials. The *Pure Catskills* name and logo are registered by the Council, and in order to ensure quality standards and authenticity, may only be used by campaign partners who adhere to the following requirements.

*Pure Catskills* membership is available to local businesses including farmers, forestland owners, artisans, stores, restaurants, markets, retailers and others who support the *Pure Catskills* mission to protect and promote working farm and forestlands. Regional farm, food and wood organizations that work in partnership with *Pure Catskills* are welcome to submit membership information for inclusion in our outreach materials.

### Campaign Membership Requirements:

All members will:

- Pay the annual membership fee to be promoted in the *Pure Catskills* annual Guide to Catskills' Products . These rates will be determined annually.
- Fill out the order form, and **sign the *Pure Catskills* "Statement of Principles" for farm and forestland owners (BELOW)**.
- Display the *Pure Catskills* logo in the place of business and in promotion and advertising where appropriate.
- Fill out a survey at the end of each year to help the campaign track the growth in sales of local products and continue to refine and develop the campaign.
- Members with websites will link to the *Pure Catskills* website (and will get a reciprocal link in their online listing).
- Endeavor to promote only licensed and insured farm and forest products within their listings.
- Be located in Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County. Businesses within 25 miles of the *Pure Catskills* region will be considered, pending staff approval, if a majority of their products are sold within the region.

Retail & restaurant partners will:

- Increase the purchase of locally grown food and wood products, giving preference to such purchases whenever possible with regard to availability and price.
- Feature locally grown foods and wood products when available with appropriate specials promoted by prominent displays wherever practical.
- Permit the use of their business name in *Pure Catskills* campaign-related efforts.
- Participate in periodic promotions and celebrations such as "meet the farmer" and "local food tastings."
- Provide verifiable indicators of buying local farm or forest products. Staff may request list of suppliers or sample menu to complete verification.
- Be listed in the *Pure Catskills* Guide to Catskills' Products.
- Members DO NOT need to produce or sell only all-local products, but will not be able to use the *Pure Catskills* logo on products that do not meet the logo usage requirements.

All members will be listed in the *Pure Catskills* Guide to Catskills' Products.

### Membership benefits include:

- Listing in the *Pure Catskills* Guide to Catskills' Products (rate schedule established annually).
- Listing on the *Pure Catskills* or Catskill WoodNet website.
- Rights to use the *Pure Catskills* logo in your business marketing materials (for products that meet the logo usage requirements below) and to promote yourself as a *Pure Catskills* member.
- Opportunities to participate in *Pure Catskills* marketing events throughout the year and have your products featured.
- Ongoing media coverage and advertising featuring the *Pure Catskills* message of buying local and promoting farms and wood product businesses.
- Opportunities for coordinated cooperative advertising and promotional initiatives.
- Subscription to print and email *Pure Catskills* newsletters.
- Eligibility for grant and scholarship programs offered through the *Pure Catskills* campaign.
- Results of the campaign's year-end surveys about the purchase of local products.

### Logo usage standards:

- For a product to carry the "*Pure Catskills*" logo, it must be grown in the region, or made with at least 50% materials or ingredients grown in the region (Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County).
- For a restaurant or a store to use the logo, they must be a *Pure Catskills* member, and commit to using *Pure Catskills* products whenever possible. Products which are not made with at least 50% materials or ingredients from the region cannot be promoted on a menu or in a store as "*Pure Catskills*."
- Farms, artisans, lumberyards, restaurants, stores, caterers, banks and equipment dealerships are all examples of the types of businesses that may become *Pure Catskills* members, be listed in the annual guide and on the website, and receive the benefits of promotion. However, only those farms and forestry-based businesses meeting the above 50% guideline for their products may display their products with the *Pure Catskills* logo on them.

### ***Pure Catskills* Member Statement of Principles:**

As a steward of working farm and forestland, I endeavor to utilize the best conservation practices available to me to protect water quality, soil, and other natural resources, and to attain the highest quality standard in my farm and forestry products.

**I have read the above *Pure Catskills* Membership Standards and Statement of Principles and will endeavor to follow them:**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# LEARN MORE ABOUT THE PURE CATSKILLS MARKETPLACE!



**We're developing an online store,  
Pure Catskills Marketplace.**

This new tool provides *Pure Catskills* farm, food and forest business members an e-commerce portal through which they can market products to millions of online shoppers.

We are currently testing the Marketplace with 12 pilot vendors. At the same time, we are **enlisting the next 40 vendors** in preparation for a public launch mid-year.

Do you have a product that you want to sell online but aren't sure where to start? Or maybe you're already selling online but want to expand. Backed by the buy local brand so many have come to know through the Guide, website and at the many events we participate in each year, the Pure Catskills Marketplace is sure to offer your business new and exciting opportunities!

**Questions?**  
**Josh VanBrakle at 607-865-7790 Ext. 112**  
**[jvanbrakle@nycwatershed.org](mailto:jvanbrakle@nycwatershed.org)**

**Are you ready to learn  
more about the  
Marketplace?**

Join us for this exciting new opportunity! Call Josh 607-865-7790 Ext. 112 or complete the following and send it in with your member form. A team member will call you to discuss!

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Products: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

