

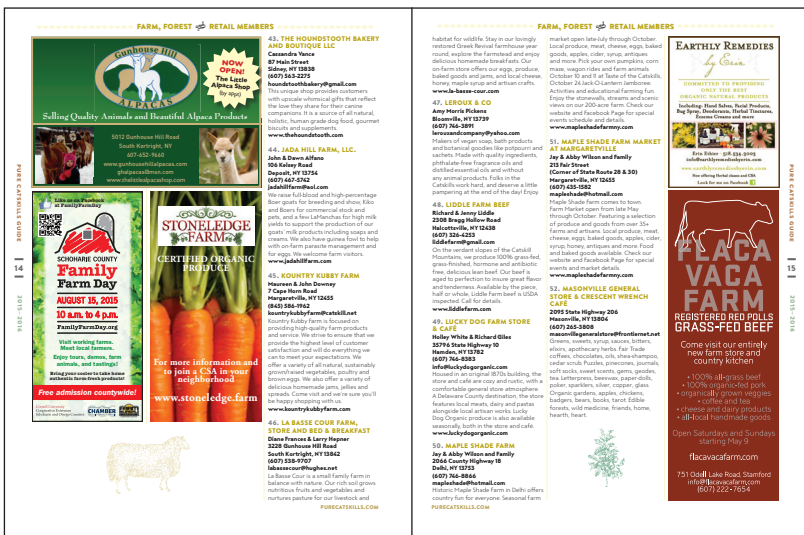
*** GUIDE TO ***
PURE CATSKILLS
 PRODUCTS
 2016 2017
 FREE

**PURE
CATSKILLS**

- **Printed Guide Listing**
with contact information and a 50 word description
- **A detailed online listing** on Pure Catskills searchable web directory, and a dedicated webpage to promote your business and products
- Use of **Pure Catskills logo and other marketing materials** to enhance your marketing efforts
- **Promotional support for your products** through events, media mentions, advertising, social media, and other targeted campaigns including the holiday gift guide and wholesale directory
- Sell your products online through the **Pure Catskills Marketplace**
- **And much, much more!**
visit purecatskills.com to learn about our membership perks

at purecatskills@nycwatershed.org or
(607) 865-7090


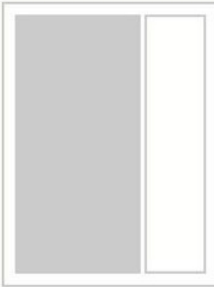
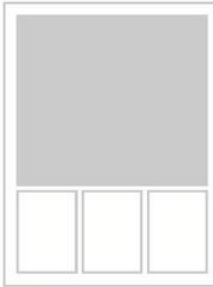

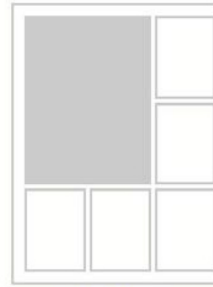
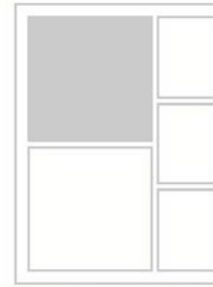
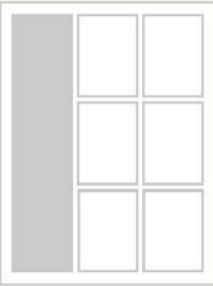
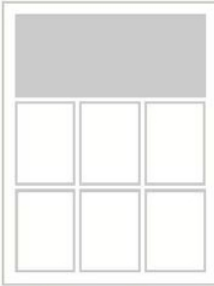
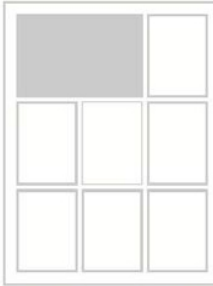
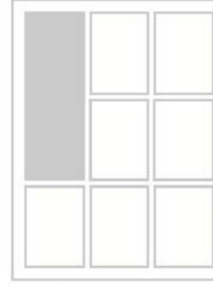
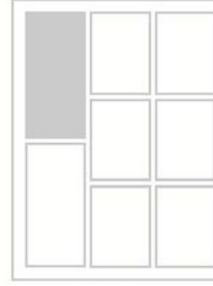
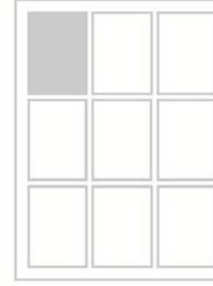
Pure Catskills membership is available to farm and forest-based businesses, restaurants, local producers and artisans, and farmers' markets throughout Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State.



**DEADLINE IS MARCH 17, 2017
NO EXCEPTIONS**

WANT TO ADVERTISE IN THE GUIDE?
THE \$35 BASIC MEMBERSHIP FEE IS WAIVED IF YOU PURCHASE AN AD.

COST		COST		COST	
Back Cover	\$980	2/3 Page	\$540	2/9 Page	\$245
Inside Cover	\$900	1/2 Page	\$420	1/6 Page	\$175
Page One	\$840	4/9 Page	\$360	1/9 Page	\$125
Full Page	\$780	1/3 Page	\$300	Basic Membership	\$35

					
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"

If you design your own ad, submit it as a high-resolution digital file (preferably in jpeg or PDF format). You can also send: Illustrator, Photoshop, Acrobat or InDesign files. All supporting fonts and photos must be included.

Submit ads via email to purecatskills@nycwatershed.org by **March 17, 2017**

Need help with your ad? We'll create one for you, call us at (607) 865-7090.

ALL MATERIALS MUST BE RECEIVED BY MARCH 17, 2017
NO EXCEPTIONS

Questions?

Contact Kristan or Sara at purecatskills@nycwatershed.org or (607) 865-7090

MEMBER SIGN UP FORM

If you are mailing a check please complete
and send with payment to:

Watershed Agricultural Council c/o Pure Catskills
44 West Street, Walton, NY 13856

**DEADLINE IS
MARCH 17, 2017
NO EXCEPTIONS**

PAYMENT OPTIONS

___ Pay by credit card online at purecatskills.com

___ Check enclosed payable to "Watershed Agricultural Council" or "WAC"

MEMBER LISTING INFORMATION:

___ Use the same listing as last year

___ New or updated listing (complete this form as it should appear in print and
attach photo for your online member profile)

Name of Business: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ eMail: _____

Website: _____

Facebook: _____ Twitter: _____

Circle Your County:

Delaware | Greene | Otsego | Schoharie | Sullivan | Ulster

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

___ Farm, Forest and Retail Members

___ Support Organizations

___ Farmers' Markets

___ Distributors

___ Restaurants and Lodging

___ Activities and Tourism

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

I verify the information above is correct and as I wish to see it in the Pure
Catskills Printed Guide and Online Directory:

Signed: _____ Date: _____

Check all that apply

FARM AND FOOD PRODUCTS:

Alcoholic Beverages
Alpacas/Llamas
Annuals/Perennials
Apples
Baked Goods
Beef
Berries
Botanicals
Butter
Cheese
Christmas Trees/Wreaths
Cider
Coffee/Teas
Dairy
Eggs
Elk/Venison
Fish
Flowers
Forest Products
Fruit
Game
Garlic
Goat
Herbs
Honey
Horses
Jams/Jellies/Chutnies
Ice Cream/Gelato
Lamb
Maple Products
Meats
Mushrooms
Packaged Food
Pickles
Pork
Poultry
Prepared Foods
Produce
Rabbit
Sausage
Seedlings
Turkey
Vegetables
Wines
Wool/Fiber
Yogurt
Other: _____

WOOD PRODUCTS:

Firewood
Flooring/Moulding
Furniture
Home Goods
Garden/Landscape
Lifestyle
Logs
Lumber
Made to Order
Maple Products
Services
Other: _____

SERVICES:

Restaurant/Cafe onsite
U-Pick
Farm stay
Mail order
Farmstand
CSA
Groups welcome
Farm Tours
Other: _____

2017 MEMBERSHIP BENEFITS

◆ Be a part of a regional identity

- Use of the Pure Catskills brand in your advertising and promotional efforts
- Power in numbers: affiliate with Pure Catskills and the brand works for you when consumers recognize the PC brand at over 300 member locations
- We Are Pure Catskills: featured stories, videos and more #wearepurecatskills
- Fresh From the Catskills: monthly product features and advertising #freshfromthecatskills

◆ Print Guide to Catskills Regional Products

- Listing in the Guide
- Advertising available at additional charge
- 50,000 copies distribution across region and NYC with distribution points:
 - Over 400 outlets in the Catskills region
 - NYS Thruway outlets: New Baltimore, Plattekill & Sloatesburg rest stops
 - Greenmarkets
 - NYC events
 - Local events like Cauliflower Festival, Delaware County Fair, Taste of the Catskills and Bovina Farm Day
- Guides mailed to you with additional copies sent upon request

◆ purecatskills.com

- A dedicated webpage for your business
- Direct affiliation with a website that draws over 3,000 unique visitors each month
- Placement of your events in our web calendar

◆ Marketing efforts benefitting Pure Catskills members

- We recommend only PC members when fulfilling inquiries for retail product requests.
- We recommend only PC members when fulfilling inquiries for wholesale product requests
- We sample your products at various events and tastings throughout the year (Pure Catskills purchases your product in order to sample)
- Pure Catskills brand print advertising in various magazines such as Edible Capital District, Edible Hudson Valley and the Catskill Mountain Regional Guide
- We use only Pure Catskills members as sources for articles in Catskill Mountain Region Guide, and Edible Hudson Valley

- Promotional opportunities for you to represent your products at Pure Catskills sponsored events throughout the region

◆ Special promotions and affinity group promotions

- Specialty rack cards
- Wholesale Directory
- Holiday Gift Guide
- Farmers' Market of the Week

◆ Social Media Promotions

- Pure Catskills Facebook Page: We help you promote your events and products through our FB Page, with over 3000 followers
- Pure Catskills Twitter: We reach out through this social media outlet with over 1,500 followers
- Pure Catskills Instagram: We repost member events, pictures and happenings to over 2,000 followers
- Pure Catskills Pinterest: We will share your recipes, products, news and more to our followers

◆ Pure Catskills Marketplace

- Members are invited to sell their products online through PCM
- The profile and product pages are free. Members pay 15% commission on sales at time of purchase and are responsible for product fulfillment and shipping

◆ Educational opportunities

- 1-on-1 marketing assistance with Pure Catskills staff
- Selling product through the Lucky Dog Food Hub
- Access to business planning, micro-grants and farm transfer plans starting in July of 2017

◆ Point of Purchase Promotional Materials

- Banners, shopping lists, chip clips, pens, shopping bags, PC Member metal sign, tees, hats, stickers, oak tags for display pricing, hang tags and Why Buy Pure Catskills infographic

◆ Additional Partnership Opportunities:

- We're exploring other ways to enhance membership value with retailer discounts, educational incentives and promotional venues. Got an idea? Let us know!

