



Be part of the *Pure Catskills* 2012 Buy Local Campaign!

Now is the time to become a *Pure Catskills* member and get listed in the ***Farm Fresh Guide to Local Products!*** Now entering its ninth year of publication, the ***Pure Catskills Guide*** has become the signature resource to find farm and food-related businesses in the Catskills region. In May, 40,000 copies will be distributed to nearly 500 locations in Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties.

Become a *Pure Catskills* Member! The basic \$35 membership fee includes...

- A member listing with contact information and 50-word description in the printed ***Pure Catskills Guide***.
- A detailed online listing plus access to ***Pure Catskills*** website, its searchable directory and other features.
- Rights to use of the ***Pure Catskills*** logo on product labels and in your business marketing materials.
- Ongoing benefits including event discounts, grant opportunities and conference scholarships.
- Membership packet with point-of-purchase items including hang tags, product stickers, posters and more!

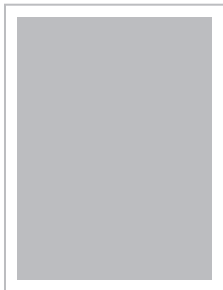
\$35 Membership fee included in price of all display advertisements!

Gain a higher profile with the ***Pure Catskills Guide!*** Local residents and visitors alike look to this full color guide for the freshest local products, farmer's markets, dining experiences, unique retailers, and exciting local events.

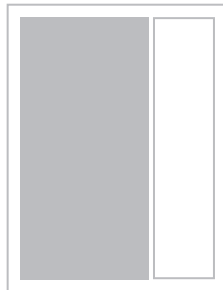
Back Cover	\$960
Inside Covers	\$900
Page One	\$840
Full Page	\$780

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

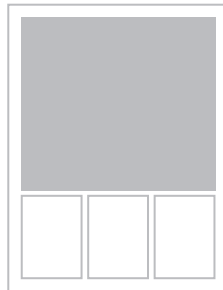
2/9 Page (Horiz. or Vert.)	\$210
1/6 Page	\$162
1/9 Page	\$108



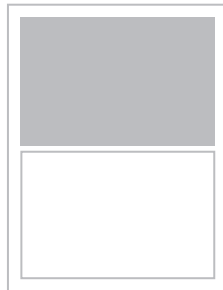
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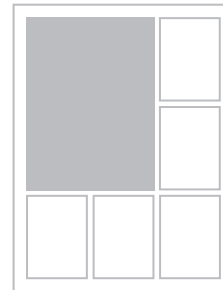
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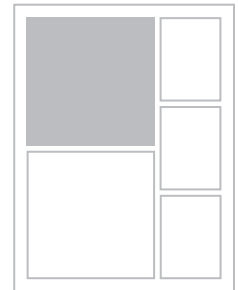
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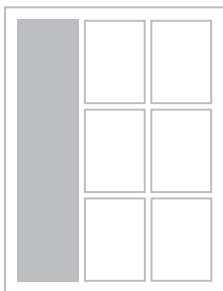
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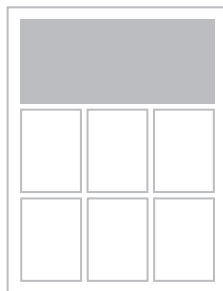
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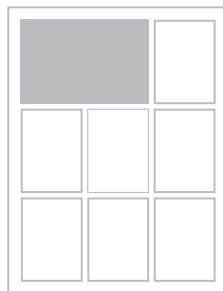
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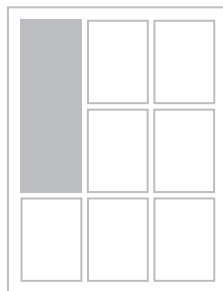
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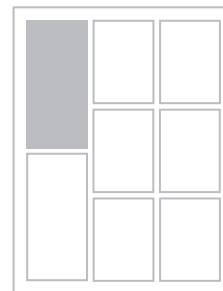
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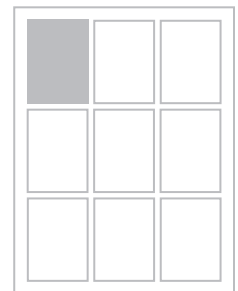
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Width: 4.78"
Height: 3.14"



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"

For more information about advertising, contact our publication partner, Luminary Publishing, publishers of *Chronogram* magazine:

Advertising Sales: Lara Hope (516) 749-2233 e-mail: lara@chronogram.com

Production Director: Jaclyn Murray (845) 334-8600x108 e-mail: ads@chronogram.com fax: (845) 334-8610

For general questions related to Pure Catskills membership contact:

Watershed Agricultural Council: Challey Comer (607) 865-7090 e-mail ccomer@nycwatershed.org.



Membership Listing Information Sheet

PURE CATSKILLS 2012 BUY LOCAL GUIDE

DEADLINE IS APRIL 30, 2012

Please select one:

Use the same listing as last year Find your listing online at purecatskills.com.

New or Updated Listing Please fill out information below.

Name of Business: _____

Contact Name (optional): _____

Street Address (as it should appear in print): _____

City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____

Email: _____ Website: _____

Please list my farm/business under the following heading (check one):

Farms and Retail Members Farmer's Markets Restaurants Activities

Farm and Retail Members, please check off all that apply:

- | | | | | |
|----------------------------------|----------------------------------|---|--|---|
| <input type="checkbox"/> Produce | <input type="checkbox"/> Poultry | <input type="checkbox"/> Nursery | <input type="checkbox"/> Alcoholic Beverages | <input type="checkbox"/> U-Pick |
| <input type="checkbox"/> Beef | <input type="checkbox"/> Eggs | <input type="checkbox"/> Maple Products | <input type="checkbox"/> Wool Products | <input type="checkbox"/> Tours/Activities |
| <input type="checkbox"/> Dairy | <input type="checkbox"/> Rabbit | <input type="checkbox"/> Honey | <input type="checkbox"/> Horses | <input type="checkbox"/> Community Group |
| <input type="checkbox"/> Lamb | <input type="checkbox"/> Fish | <input type="checkbox"/> Jam's Jellies, Pickles | <input type="checkbox"/> Christmas Trees | <input type="checkbox"/> Grocer/Store |
| <input type="checkbox"/> Goat | <input type="checkbox"/> Flowers | <input type="checkbox"/> Baked Goods | <input type="checkbox"/> CSAs | <input type="checkbox"/> Accommodations |
| <input type="checkbox"/> Pork | | | | |

County: Delaware Greene Otsego Schoharie Sullivan Ulster Other _____

Write a descriptive listing for your farm/business (no more than 50 words):

Are you holding an event or activity at your business? Please include information for our Calendar Section:

Date and Time: _____ Title of Event: _____

Event Location: _____ Event Information Telephone: _____

Description: _____ Entry Fee: _____

I have read the attached Pure Catskills Standards of Participation and will endeavor to follow them.

Signed

Date

Make checks payable to: "Luminary Publishing-Pure Catskills"

Mail Member Listing & Advertising Form: Pure Catskills c/o Luminary Publishing, 314 Wall St., Kingston, NY 12401



Display Advertising Information Sheet

PURE CATSKILLS 2012 BUY LOCAL GUIDE

DEADLINE IS APRIL 30, 2012

- Enclosed is my ad or ad materials for the **Pure Catskills 2012 Buy Local Guide**
- Please use last year's ad
- Please use last year's ad with the enclosed changes (please attach)
- New ad or new ad materials will be e-mailed to ads@chronogram.com by **APRIL 30, 2012**
- Please call me to set up an appointment to discuss ad design

We can design your ad at no additional cost. If you design your own ad you can submit it as a four-color, camera-ready digital file. Ads may be mailed on a CD or DVD to Luminary Publishing, 314 Wall Street, Kingston, NY, 12401, or e-mailed to ads@chronogram.com. Acceptable programs are Illustrator, Photoshop, Acrobat and InDesign up to CS3. All supporting fonts and photos must be Display Advertising Information Sheetformats for Photoshop ads and for supporting photos are .tiff, .jpg and .pdf.

Prepayment Required

- Payment included in enclosed check
- Payment by credit card (*please fill out information below*)

Credit Card Number _____ Exp. Date _____

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For more information about advertising, contact our publication partners, Luminary Publishing, publishers of Chronogram magazine:

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e-mail: ccomer@nycwatershed.org.



2012 Membership Standards

Additional information available at purecatskills.com. Please keep this for your records.

Watershed Agricultural Council
www.nycwatershed.org



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 help enhance the profitability of the working landscape in the region. This branding campaign is a partnership between the Council and Catskill region businesses, and includes the annual *Pure Catskills* Regional Guide, as well as signage, events, advertising, media outreach, and promotional materials. The *Pure Catskills* name and logo are registered by the WAC, 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, and others who support the *Pure Catskills* mission to protect and promote working farm and forestlands. Regional farm and food 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. These rates will be determined annually.
- Fill out the "Membership Registration" form, and sign the *Pure Catskills* "Statement of Principles" for farm and forestland owners.
- 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 us 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 in 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.

Stores & Restaurant Partners will:

- Increase the purchase of locally grown food, giving preference to such purchases whenever possible with regard to availability and price.
- Feature locally grown foods 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 products. Staff may request list of suppliers or sample menu to complete verification.
- Be listed in the *Pure Catskills* Buy Local Guide.
- 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 below. All members will be listed in the *Pure Catskills* guide as a local business.

Membership benefits include:

- Listing in the *Pure Catskills* printed guide (rate schedule established annually).
- Listing on the *Pure Catskills* 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, forestland owners and wood product businesses, and other members.
- 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*" seal, 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.