

# BOULDER COUNTY'S EAT LOCAL! CAMPAIGN

## CAMPAIGN AND GUIDE DETAILS

### 2010 Campaign Schedule

EAT LOCAL! Guide	
<b>Spring Edition</b> Distribution.....	Feb–July
EAT LOCAL! Guide	
<b>Fall Edition</b> Distribution.....	Aug–Dec
10% EAT LOCAL! Food Shift	
Challenge begins.....	Feb
EAT LOCAL! Week.....	Aug/Sept

### About EAT LOCAL! Resource Guide

**10,000** copies of the Spring Edition of the Guide were distributed February through July. Beginning in early August, we will distribute **30,000 copies** of the Fall Edition for free at farmers' markets and news stands in coffee shops, restaurants, grocers, and businesses throughout Boulder County. This will create a sustained presence for all our advertisers and sponsors.

A full-color, 8½" x 11" publication, the Guide will be the flagship publication for the 2010 **10% EAT LOCAL! Food Shift Challenge** featuring **relevant articles** on the Boulder County foodshed and a **comprehensive directory** of local food producers and the restaurants, organizations and educational institutions who support them. **The website:** [EatLocalGuide.com](http://EatLocalGuide.com) mirrors the directory of the Guide and is continually updated.

### EAT LOCAL! Resource Guide Details

#### Publication Schedule/Fall Edition

Sponsorship Commitments Due....	8/09/10
Advertising Commitments Due....	8/09/10
Final Art Due.....	8/10/10
Final Proofs Delivered.....	8/11/10
Publication Delivery.....	8/18/10

#### Advertising Rates

Back Cover.....	reserved for title sponsor
Inside Front Cover...	reserved for title sponsor
Inside Back Cover.....	\$ 650
Full-page Ad.....	\$ 500
Half-page Ad.....	\$ 300
Quarter-page Ad.....	\$ 200
Eighth-page Ad.....	\$ 150

All advertisers qualify for 6 months of free advertising on the EAT LOCAL! Resource Guide Website:

[EatLocalGuide.com/colorado/bouldercounty](http://EatLocalGuide.com/colorado/bouldercounty)  
Ads are rotated in a frequency proportionate to the ad size.

Advertising in our new online publication, the Colorado Edition of Transition Times ([Transition-Times.com](http://Transition-Times.com)) can also be negotiated into the advertising rate.

#### Directory Listings

Produce	Farmers' Markets
Beef, Lamb & Poultry	Grocers
Dairy & Eggs	Gardens
Honey	Greenhouses
Wine, Mead & Beer	Organizations
Restaurants & Caterers	Education



Three major reasons for the large impact of Boulder County's EAT LOCAL! Campaign:

**EAT LOCAL! Resource Guide Website** ([www.EatLocalGuide.com](http://www.EatLocalGuide.com))

The 2007 Fall Preview Edition of the **EAT LOCAL! Resource Guide Publication**

The 2010 Spring Edition of the **EAT LOCAL! Resource Guide Publication**

