



# Be part of the *Pure Catskills* 2011 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 eighth year of publication, the *Pure Catskills* guide has become the signature resource to find farm and food-related businesses in the Catskills region. In June, 40,000 copies will be given away at 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!

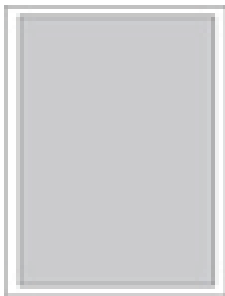
## \$35 Membership fee included in price of all display advertisements!

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 market, dining experiences, unique retailers, and exciting local events.

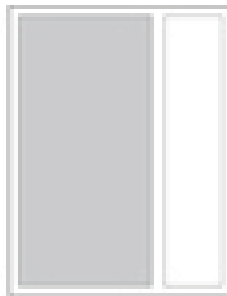
Back Cover	\$960
Inside Covers	\$900
Page One	\$840
Full Page	\$780

2/3 Page	\$540
1/2 Page	\$420
4/9 Page	\$360
1/3 Page	\$300

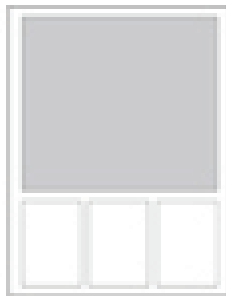
2/9 Page	\$210
1/6 Page	\$162
1/9 Page	\$108



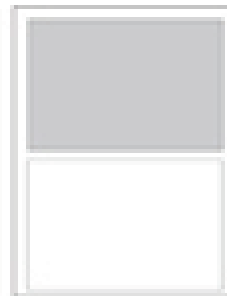
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No Bleed**  
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Height: 9 3/4"



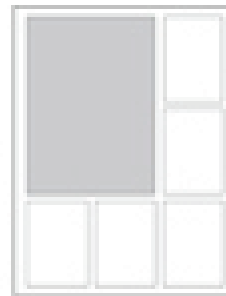
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Height: 9 3/4"



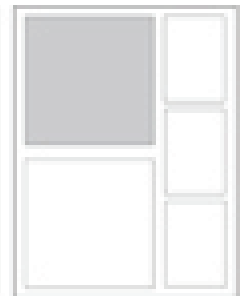
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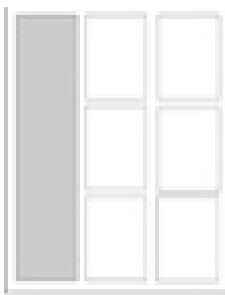
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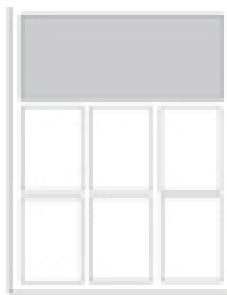
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Height: 6 1/2"



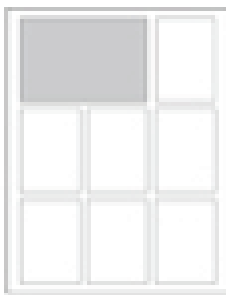
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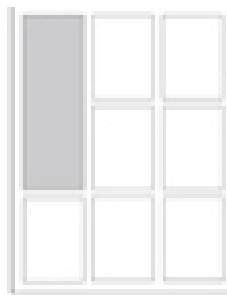
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Height: 9 3/4"



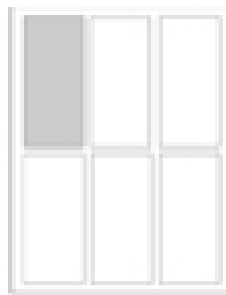
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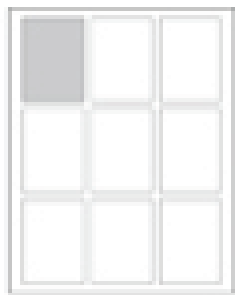
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Height: 3 3/16"



**2/9 Page Vertical**  
Width: 2 1/4"  
Height: 6 1/2"



**1/6 Page Vertical**  
Width: 2 1/4"  
Height: 4 3/4"



**1/9 Page Vertical**  
Width: 2 1/4"  
Height: 3 3/16"

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

Sales: **Eva Tenuto** (845) 334.8600x102 e-mail:eva@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 call **Challey Comer** of the Watershed Agricultural Council at (607) 865-7090 or e-mail ccomer@nycwatershed.org.

**Membership Listing Information Sheet**  
**Pure Catskills 2011 Buy Local Guide**

**Deadline is April 21, 2011**

**Use the same listing I had last year** (Find your listing online at purecatskills.com)

*or 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: \_\_\_\_\_ Web site: \_\_\_\_\_

**Please check off all that apply to your farm/business**

- |                                       |   |   |   |
|---------------------------------------|---|---|---|
| <input type="checkbox"/> Produce      | <input type="checkbox"/> Rabbit/Fish/Pork | <input type="checkbox"/> Maple Products   | <input type="checkbox"/> Grocer/Store       |
| <input type="checkbox"/> Dairy        | <input type="checkbox"/> Wool Products    | <input type="checkbox"/> Honey            | <input type="checkbox"/> Specialty Products |
| <input type="checkbox"/> Beef         | <input type="checkbox"/> CSAs             | <input type="checkbox"/> Horses           | <input type="checkbox"/> Accommodations     |
| <input type="checkbox"/> Lamb/goat    | <input type="checkbox"/> Flowers/nursery  | <input type="checkbox"/> Tours/Activities |   |
| <input type="checkbox"/> Poultry/Eggs | <input type="checkbox"/> Christmas Trees  | <input type="checkbox"/> Community Group  |   |

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

- Farms and Retail Members     Farmer's Markets     Restaurants     Activities

**County:**     Delaware     Greene     Otsego     Schoharie     Sullivan     Ulster

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

**Are you holding an event or activity at your business? Please include that 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

Please 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 2011 Buy Local Guide**

**Deadline is April 21, 2011**

- Enclosed is my ad copy for the Pure Catskills 2011 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 copy will be e-mailed to ads@chronogram.com by **APRIL 21,2011**
- 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 included for InDesign documents. Ads and supporting photos must be 300 dpi. Acceptable file formats 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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# Standards of Participation

Please keep this for your records.



Watershed Agricultural Council  
www.nycwatershed.org



*Pure Catskills* is the buy local branding campaign sponsored by the Watershed Agricultural Council (WAC). By promoting local natural resource-based products and the businesses that produce and sell them, the WAC hopes to help enhance the profitability of the working landscape in the region. This branding campaign is a partnership between the WAC and Catskill region businesses, and includes the annual *Pure Catskills* Regional Buy Local 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 of all kinds, including farmers, forestland owners, wood products manufacturers, artisans, stores, restaurants, markets, and others who support the *Pure Catskills* mission to protect and promote working farm and forestlands.

## 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 and sign the registration form agreeing to the *Pure Catskills* “Membership Standards” for farm and forestland owners.
- Display the *Pure Catskills* logo in the place of business and in promotion and advertising.
- Fill out a survey at the end of each year to help WAC 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).

### STORES & RESTAURANT PARTNERS WILL:

- Increase the purchase of locally grown food or wood products, giving preference to such purchases whenever feasible.
- 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.”
- 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 standards below. All members will be listed in the *Pure Catskills* Buy Local Guide as a local business.

### MEMBERSHIP BENEFITS INCLUDE:

- Listing in the *Pure Catskills* printed Buy Local 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 (for example, the Cauliflower Festival and events at restaurants)
- Results of the campaign’s year-end surveys about the purchase of local products.
- Access to technical, sales, and marketing assistance provided by the WAC.

### LOGO USAGE STANDARDS:

- For a product to carry the “*Pure Catskills*” seal, it must be produced in the region, or made with materials or ingredients grown or harvested in the region whenever feasible. (Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County).
- For a restaurant or a store to use the logo, it must be a *Pure Catskills* member, and commit to using *Pure Catskills* products whenever feasible. Products which are not made with materials or ingredients from the region cannot be promoted on a menu or in a store as “*Pure Catskills*.”

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

As a steward of a working farm or forestland, or as a manufacturer or retailer of locally produced farm or forestry products, 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.

Watershed Agricultural Council (WAC) is a not-for-profit 501(c)3 organization whose mission is to support the economic viability of agriculture and forestry through the protection of water quality and the promotion of land conservation in the New York City watershed region. The WAC is funded by The New York City Department of Environmental Protection, USDA, and other federal, foundation and private sources. The Watershed Agricultural Council is an Equal Opportunity Provider and Employer. For more information, call (607) 865-7790 or visit [www.nycwatershed.org](http://www.nycwatershed.org).