

About the Merc News...

The Merc News is a monthly publication of the Community Mercantile, Inc., located in Lawrence, Kansas. The Community Mercantile was established as a natural foods consumer co-op in 1974 and has grown to become a successful, full-service natural foods market and deli over 4,700 members strong. The Merc News circulation is over 8,700, with more than 8,000 directly mailed; the rest are distributed throughout our community. The Merc News covers a wide range of topics related to food, wellness, health, cooking, local and sustainable agriculture, as well as co-op and community news.

Ad Rates Per Issue

Only one size of display advertisement is available in the Merc News. The Small Business Card ad is 2.5" wide by 2.0" high. Cost is \$65 per issue (\$60 per issue for Merc Owners).

Deadlines

Space must be reserved by the 10th of each month for publication in the next month's issue. **Space is based on availability.** Camera-ready copy, or electronic copy, must be received by the 15th.

Cancellations

Notice of cancellation of space reservation must be received by the 10th of the month. Newsletter layout begins as soon as reservation deadline has passed. If cancellation is received after layout is completed, advertisers may still be charged full price for ad space.

Policies

Prices are for camera-ready ads sized to our requirements. The Merc News editors reserve the right to reject or cancel any advertising that we believe do not serve the needs of our members or is in direct competition with Community Mercantile, Inc. No political advertising is accepted. No compensation or deductions will be allowed due to errors in ads or illegible copy. Payment required with order for first time advertisers. Repeat advertisers will be billed, accounts to be paid within 30 days of billing.

Note: Ad space in the Merc News is limited. Inclusion is on a first-come, first-served, space-available basis. Contact the Merc News Editor if you have questions, or would like to reserve space.



Discounts Available

All Owners of the Community Mercantile, Inc. receive a \$5 discount on advertising. When placing your ad, be sure to mention if you are a co-op member. Pre-pay an ad in the Merc News for six consecutive months and get your seventh month for half price. Pre-pay your ad for 12 consecutive months and get your 13th month ad for FREE!

