



# Co-Options & Website Media Kit

## Small Business

### At Sevananda Natural Foods Market, everyone can shop, anyone can join!

We are one of the Southeast's largest consumer-owned cooperatives. Sevananda provides fresh, local and organic produce, natural foods, vitamins and supplements, a large selection of bulk herbs and spices, earth-friendly household and pet products. We also freshly prepare food, including nutritious baked goods, soups, sandwiches, entrees and salads.

Located in Little Five Points, near downtown and mid-town Atlanta, we offer shoppers and Member-Owners a variety of health and nutrition classes for healthy living as well as locally and regionally produced goods. Sevananda has been cooperatively owned since 1974, and was created to empower the community to improve its health and well-being.

A cooperative is a special form of business owned and managed by the people. Resources are pooled to satisfy a common need as economically and efficiently as possible. This community also provides and/or uses its goods and services.

As locally-owned businesses, co-ops are committed to the people and communities they serve. Member-Owners have a voice in what is available for purchase, as well as in the overall organization of their particular co-op. They get the most buying power, and the money stays in the community, contributing to its economic strength.

At Sevananda Natural Foods Market the Member-Owners literally own the store, so membership benefits are much more than just a discount!



**12 K Followers**  
[www.facebook.com/Sevananda.ATL](http://www.facebook.com/Sevananda.ATL)



**17.1 K Followers**  
[@sevananda\\_atl](https://www.linkedin.com/company/sevananda_atl)



**2 K Followers**  
[@Sevananda](https://twitter.com/Sevananda)



## Purpose of Co-Options:

*Co-Options* is the quarterly magazine published by the Sevananda Natural Foods Market staff. It was created to give our Member-Owners and shoppers a resource for Sevananda's products and services, as well as educating readers.

*Co-Options* is used as an outreach, marketing and educational tool, going beyond the general shopping experience.

## Distribution:

*Co-Options* Co-Options is distributed instore and at outreach events. It can also be downloaded from our website and we send it as a pdf to thousands of Member-Owners and people who are interested in Sevananda Natural Foods Market.

Go to [www.sevananda.coop](http://www.sevananda.coop) to download it. When you go to our home web page click on the red Co-Options Ad in the far right column.

## Payment Information:

A payment for one month is due upon the signing of our advertising agreement.

## Types of Payment:

Visa, MasterCard, AMEX, and Discover Credit Cards are accepted.

For Online credit card payment via paypal [sevmarketing@sevananda.coop](mailto:sevmarketing@sevananda.coop)

## Member-Owner Discount

All current Sevananda Natural Foods Market member-owners receive a 10% discount off the total cost of advertising contract.

## Ad Disclaimers:

\*\*Sevananda Natural Foods Market reserves the right to reject any advertisement. Placement of any ad in *Co-Options* does not constitute endorsement of an advertisement or business by Sevananda.

## Co-Options Contact:

Sharlise L. Lowe  
Co-Options Editorial/Creative Director  
404-681-2831 x 111  
[sharlise@sevananda.coop](mailto:sharlise@sevananda.coop)

## Ads Advertising:

**DEADLINE:** Published quarterly, Jan/Feb/Mar ~ Apr/May/June ~ July/Aug/Sept ~ Oct/Nov/Dec, therefore ads are due on the 10th of the month prior to publication. There is no deadline for online advertising.

Send all advertisements to: [sharlise@sevananda.coop](mailto:sharlise@sevananda.coop) with the subject line: Co-Options Ads

- Check all spelling, phone numbers and prices before sending.
- Advertisers are responsible for all information sent via email as advertisement to be printed.
- Ads received without payment will not be published.
- All advertising agreements must be paid in full before ads can be published.
- Sevananda Natural Foods Market reserves the right to edit or refuse any classified ad for any reason. Sevananda Natural Foods Market neither endorses nor supports the products or services contained within the publication.
- Send classified advertising agreements and payments to:

**Sevananda Natural Foods Market**  
**Attn: Sharlise Lowe / Co-Options Ads**  
**467 Moreland Avenue NE**  
**Atlanta, GA 30307**



**Sevananda Natural Foods Market @**  
**467 Moreland Ave NE Atlanta GA 30307**  
**[WWW.SEVANANDA.COOP](http://WWW.SEVANANDA.COOP)**

## Print Advertising Rates

### BLACK & WHITE All prices are quarterly

Number of Ads	1x	2x	3x	4x
Full Page	\$800	\$750	\$650	\$575
2/3 page Vertical	\$400	\$375	\$350	\$325
1/2 page	\$325	\$300	\$250	\$240
1/3 page Square	\$225	\$200	\$190	\$185
1/6 page	\$100	\$95	\$85	\$80
Back Cover	\$1500	\$1200	\$1000	\$850



**Full Page**  
7.375"w x 9.5"h



**2/3 Page Vertical**  
7.375"w x 4.75"h

### FULL COLOR All prices are quarterly

Number of Ads	1x	2x	3x	4x
Full Page	\$850	\$825	\$775	\$700
2/3 page Vertical	\$450	\$400	\$375	\$300
1/2 page	\$400	\$375	\$350	\$300
1/3 page Square	\$250	\$225	\$200	\$195
1/6 page	\$150	\$145	\$140	\$130
Back Cover	\$1700	\$1400	\$1200	\$1000



**1/2 Page**  
7.5"w x 4.5"h



**1/3 Page Square**  
4.5"w x 4.5"h

Classified/Calendar  
Listings  
\$25.00  
max. 35 words



**1/6 Page**  
4.5"w x 2.5"h

Sizes are approximate)  
(Not actual sizes)

## NEW Online Advertising

MONTHLY	1x	2x	3x	4x
WEB BANNER	\$200	\$150	\$100	\$75
WEB BUTTON	\$100	\$75	\$50	\$25



**Web Banner**  
6.25 w x 2.35h



**Web Button**  
1.25 w x 1.25h

### Display Ad Specifications:

- Send ads in PDF, JPG or .PSD formats
- Files larger than 2MB must be compressed with WINZIP or StuffIT to send via email.
- Ads must be exact size. Size the document to fit the size of ad.
- Color ads must be saved in CMYK, 300 dpi.
- Black & White ads must be saved in Grayscale, 300 dpi. Allow for 10% dot gain on newsprint. Fonts smaller than 7pts will not print clearly.
- Send all advertisements in digital format to sharlise@sevananda.coop  
DEADLINE:

### Graphic Services:

Sevananda Natural Foods Market offers graphic design services. Depending on the size of the ad, the minimum rate is \$50. The graphic design services fee includes digital art for your business use and will be emailed to you upon approval.

Text changes of 10 or less words and replacement of image without alteration is \$25. Image alteration is \$35.

## NEW In-Store Advertising

In-Store Overhead Store Announcements  
Starting at \$150.00 - \$300.00

All web Banners and Buttons will be linked to your website



# History of Sevananda Natural Foods Market

Almost forty-five years ago, Sevananda Natural Foods Market began as a small group of dedicated enthusiasts searching for a way to buy whole and organic foods. Today, Sevananda Natural Foods Market is one of the largest natural foods cooperatives in the southeastern United States.

In 1974, Sevananda incorporated as a not-for-profit corporation near Emory University. The following year Sevananda moved to Moreland Avenue in the heart of Little Five Points in Atlanta. Although still a not-for-profit business under Georgia law, Sevananda had members who paid a yearly fee, received profits of the business in the form of point-of-purchase discounts, and acquired the right to vote in Board of Directors elections, bylaw changes, and product policy.

By 1984, community support and the need for Sevananda was so strong that the co-op moved to a larger building on Euclid Avenue. In recent years, Sevananda has grown with the rapidly expanding natural foods industry. Currently, the cooperative has over 3,000 members and serves them as well as non-members. Georgia has no statutes

providing for consumer cooperatives, so Sevananda reincorporated in 1995, under the state of Wisconsin's cooperative statutes and legally became a cooperative.

Member-Owners of Sevananda Natural Foods Market can buy one Full Share in the co-op and vote in Board elections. They can also run for the board of directors, and join various committees, i.e., Linkage and Outreach. In 1999, Sevananda relocated back to Moreland Avenue, continuing to be an iconic anchor establishment in Little Five Points.

Sevananda Natural Foods Market has been transformed from a small-but-spirited enterprise where shoppers made their own change from a cigar box, to a multi-million dollar natural foods supermarket. Sevananda offers customers the highest quality products available while playing a vital part in Atlanta's natural foods community. However, Sevananda is more than just a place to buy groceries. It is a business owned and operated by its members and this affects everything from the products we sell to the way we conduct business.





# Co-options Advertising Contract/Agreement

Advertiser:

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Contact:

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Billing Address:

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City, State, Zip code:

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Telephone:

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Fax:

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Email/ Website:

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Ad Size:

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Number of Ads:       1X     2X     3X     4X

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Months of Insertion:

January – March     April – June     July – September     October - December

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Calendar/Classified Ad

\$25 x 1  
(single ad: max. 35 words)

\$25 x 2  
(double ad: 70 words)

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Total Cost of Ad Agreement:

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Member/Owner Discount (10%):

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Total Cost of Ad Agreement After Discounts:

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Payment at Signing (full agreement amount):

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*Due 10<sup>th</sup> of the Month Prior to Publication Month*

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Payment Type:       Check:      Number:      Amount:

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Paypal On Line : [sevmarketing@sevananda.coop](mailto:sevmarketing@sevananda.coop) Visa & MasterCard

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**CLASSIFIED ADVERTISING SPECIFICATIONS & TERMS**  
**DEADLINE: 10<sup>th</sup> of the month prior to publication.**

- Send classified advertising text to sharlise@sevananda.coop.
- Send classified ad text in body of the email. Subject line: Classified advertising for (what month) *Co-Options*.
- Check all spelling, phone numbers and prices before sending.
- Classified advertisers are responsible for all information sent via email as advertisement to be printed.
- All classified advertisers must complete a classified advertising agreement, payment and copy of ad text by the 10<sup>th</sup> of the month prior to publication.
- Classified ads received without payment will not be printed.
- All Classified Advertising agreements must be paid in full before ads can be printed.
- Sevananda Natural Foods Market reserves the right to edit or refuse any classified ad for any reason. Sevananda Natural Foods Market neither endorses nor supports the products or services contained herein.
- Send classified advertising agreements and payments to: Sevananda Natural Foods Market to address below.

**PRINT CLASSIFIED AD HERE IF YOU DO NOT HAVE INTERNET ACCESS:**

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**DOUBLE AD:**

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**Advertiser Signature/Date**

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**Co-Options Signature/Date**

*Advertiser Signature denotes agreement to all terms above including responsibility for full payment of entire advertising agreement.*

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C/o Co-options classifieds • P.O. Box 5617 • Atlanta, GA 31107-5617  
contact: Sharlise Lowe • 404-681-2831 x 111  
(f) 404-577-3940 • www.sevananda.coop