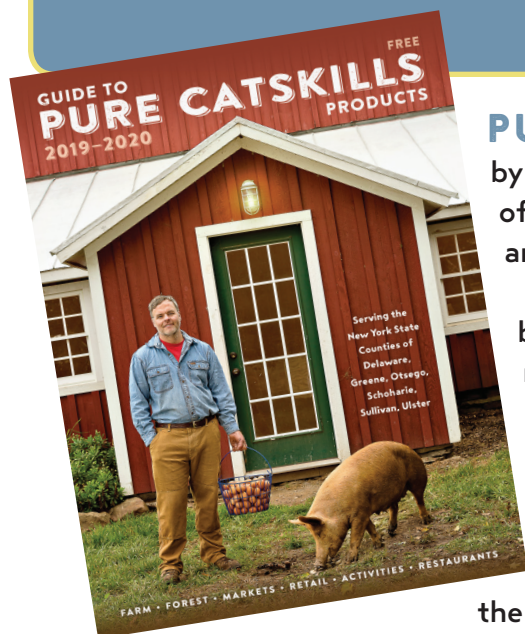


GET IN THE 2020-2021 PURE CATSKILLS GUIDE



PURE CATSKILLS is a regional, buy local campaign developed by the Watershed Agricultural Council to improve the economic viability of the local community, sustain the working landscapes of the Catskills and preserve water quality in the NYC watershed region.

Pure Catskills membership is available to farm and forest-based businesses, restaurants, local producers and artisans, and farmers' markets throughout Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State.

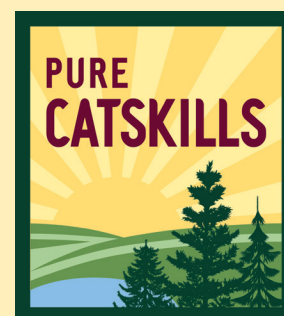
It's all about connections! Pure Catskills helps our members make connections with local and downstate customers and wholesale buyers looking to purchase regionally grown and produced products, including high-quality, value-added products that permeate the Catskills. Pure Catskills helps local farms and businesses make con-

nections to each other to create powerful collaborations. The combination of all of these efforts improves the economic viability of communities in the watershed.

\$35

MEMBERSHIP INCLUDES

- **Printed Guide Listing** with contact information and a 50 word description
- **A detailed online listing** on Pure Catskills searchable web directory, and a dedicated webpage to promote your business and products
- Use of **Pure Catskills logo and other marketing materials** to enhance your marketing efforts
- **Promotional support for your products** through events, media mentions, advertising, social media, and other targeted campaigns including the holiday gift guide and more
- **Vending space** under Pure Catskills sponsored tents at many local events
- **And much, much more!** Visit purecatskills.com to learn about our membership perks



Questions?


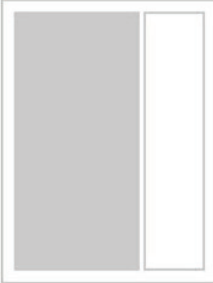
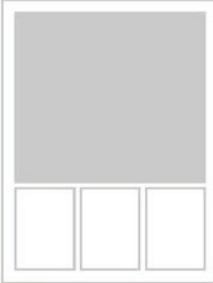
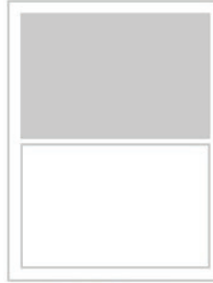
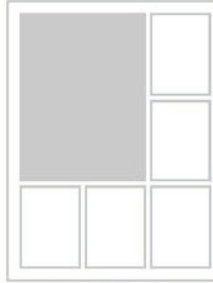
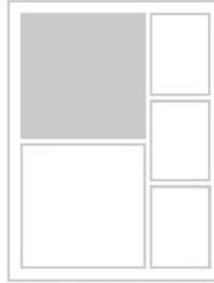
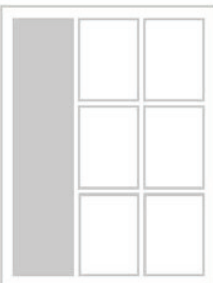
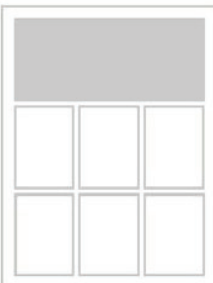
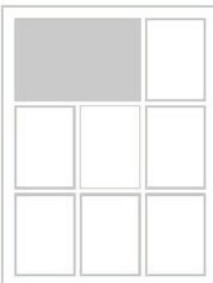
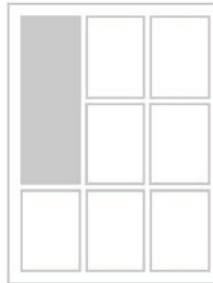
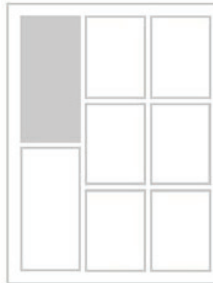
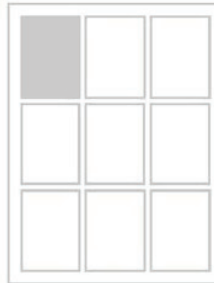
Contact Kristan or Sara at purecatskills@nycwatershed.org or (607) 865-7090

**DEADLINE IS MARCH 2, 2020 TO BE LISTED IN THE GUIDE
NO EXCEPTIONS**

WANT TO ADVERTISE IN THE GUIDE?

TOTAL COST		TOTAL COST		TOTAL COST	
Back Cover	\$980	2/3 Page	\$540	2/9 Page	\$245
Inside Cover	\$900	1/2 Page	\$420	1/6 Page	\$175
Page One	\$840	4/9 Page	\$360	1/9 Page	\$125
Full Page	\$780	1/3 Page	\$300		

Basic membership fee waived if you purchase an ad

					
Full Page Width: 7.25" Height: 9.75"	2/3 Page Vertical Width: 4.78" Height: 9.75"	2/3 Page Horiz. Width: 7.25" Height: 6.44"	1/2 Page Width: 7.25" Height: 4.78"	4/9 Page Width: 4.78" Height: 6.44"	1/3 Page Square Width: 4.78" Height: 4.78"
					
1/3 Page Vert. Width: 2.3" Height: 9.75"	1/3 Page Horiz. Width: 7.25" Height: 3.14"	2/9 Page Horiz. 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"

PURCHASE ADVERTISING SPACE AND THE \$35 BASIC MEMBERSHIP FEE IS WAIVED

If you design your own ad, submit it as a high-resolution digital file (preferably in jpeg or PDF format). You can also send: Illustrator, Photoshop, Acrobat or InDesign files. All supporting fonts and photos must be included. Submit ads via email to purecatskills@nycwatershed.org by **March 2, 2020**. Need help with your ad? We'll create one for you. Call (607) 865-7090 or email us at purecatskills@nycwatershed.org.

**ALL MATERIALS MUST BE RECEIVED BY MARCH 2, 2020
TO BE LISTED IN THE GUIDE, NO EXCEPTIONS**

Questions?

Contact Kristan or Sara at purecatskills@nycwatershed.org or (607) 865-7090

MEMBER SIGN UP FORM 2020-2021

If you are mailing a check please complete this form and send with payment to:

Watershed Agricultural Council c/o Pure Catskills
44 West Street, Walton, NY 13856

DEADLINE IS
MARCH 2, 2020
NO EXCEPTIONS

PAYMENT OPTIONS

___ Pay by credit card online at purecatskills.com

___ Check enclosed payable to "Watershed Agricultural Council" or "WAC"

MEMBER LISTING INFORMATION (SELECT ONE):

___ Use the same listing as last year (we will print same exact listing as 2019-2020)

___ Update listing (use new information below to update my listing from last year)

___ New (complete this form as it should appear in the print Guide)

Name of Business: _____

Contact Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ eMail: _____

Website: _____

Facebook: _____ Twitter: _____

Mailing address if different from Business address:

City: _____ State: _____ Zip: _____

Circle Your County:

Delaware | Greene | Otsego | Schoharie | Sullivan | Ulster

Please list my business in the following category (check one):

___ Farm, Forest and Retail Members

___ Support Organizations

___ Farmers' Markets

___ Distributors

___ Restaurants and Lodging

___ Activities and Tourism

In 50 words or less, describe your business: (if more space is necessary, attach to this form or email us at purecatskills@nycwatershed.org)

CIRCLE ALL THAT APPLY

FARM PRODUCTS:

Alcoholic Beverages	Honey
Alpacas/Llamas	Jams/Jellies/Chutnies
Annuals/Perennials	Ice Cream/Gelato
Apples	Lamb
Baked Goods	Maple Products
Beef	Meats
Berries	Mushrooms
Botanicals	Packaged Food
Butter	Pickles
Cheese	Pork
Christmas Trees/Wreaths	Pottery
Cider	Poultry
Coffee/Teas	Prepared Foods
Dairy	Preserved & Canned Goods
Eggs	Produce
Elk/Venison	Rabbit
Fish	Sausage
Flowers	Seedlings
Fruit	Turkey
Garlic	Vegetables
Goat	Wines
Hand-blended	Wool/Fiber
Handcrafted	Yogurt
Herbs	Other: _____

FOREST PRODUCTS:

Firewood	Lifestyle
Flooring/Moulding	Logs
Furniture	Lumber
Handcrafted	Made to Order
Home Goods	Maple Products
Garden/Land-scape	Services
	Other: _____

ARTISAN PRODUCTS

Alpacas/Llamas	Jams/Jellies/Chutnies
Botanicals	Chutnies
Candles	Packaged Food
Christmas Trees/Wreaths	Preserved & Canned Goods
Coffee/Teas	Wool/Fiber
Hand-blended	Other: _____
Handcrafted	

ACTIVITIES AND SERVICES:

Restaurant/Cafe onsite	CSA
U-Pick	Groups welcome
Tours/Activities	Farm Tours
Farm stay	Wholesale
Mail order	Horse Farm
Farmstand	Other: _____

Farmers' Market Vendor at: _____

I verify the information above is correct and as I wish to see it in the Pure Catskills Printed Guide and Online Directory:

Signed: _____ Date: _____

MEMBER SURVEY 2019–2020

In 2019, did the **Pure Catskills** campaign increase profitability and awareness for your business? Please provide feedback.

Do you believe **Pure Catskills** provided extra income to your business through our print guide, events, social media campaigns, Holiday Gift Guide, etc. in 2019? Please provide feedback.

How do you feel **Pure Catskills** benefits your business/operation? (Check all that apply)

- ☐ Markets my business/products
- ☐ Brings profitability
- ☐ Educates public on my operation
- ☐ Facilitates new customer base
- ☐ Builds relationships within Pure Catskills community
- Other _____

What other resources do you use to promote/market your products?

- ☐ Social media
- ☐ Online stores
- ☐ Other membership campaigns
- ☐ Print ads
- Other _____

Are you interested in being featured in a We are Pure Catskills video in 2020? ☐ Yes ☐ No ☐ Maybe in 2021

Please provide any thoughts, comments, suggestions and/or advice regarding the Pure Catskills branding campaign. We want to be a useful tool for you, therefore we welcome any and all feedback on how we can play a better role for your business/operation!

On behalf of us all at **Pure Catskills** and the **Watershed Agricultural Council**, thank you for filling this survey out. For Pure Catskills to continuously evolve and be the best support tool for your business, your input is essential. We value your feedback.

2020–2021 MEMBERSHIP BENEFITS

◆ Be a part of a regional identity

- Use of the Pure Catskills brand in your advertising and promotional efforts
- Power in numbers: affiliate with Pure Catskills and the brand works for you when consumers recognize the PC brand at over 300 member locations
- We Are Pure Catskills: featured stories, videos and more #wearepurecatskills
- Fresh From the Catskills: monthly product features and advertising #freshfromthecatskills

◆ Print Guide

- Listing in the Guide
- Advertising available at additional charge
- 55,000 copies distribution across region and NYC with distribution points:
 - Over 400 outlets in the Catskills region
 - NYS Thruway outlets: New Baltimore, Plattekill & Sloatesburg rest stops
 - Greenmarkets
 - NYC events
 - Local events like Cauliflower Festival, Meredith Dairy Fest, Delaware County Fair, Taste of the Catskills, and Bovina Farm Day
- Guides mailed and delivered to you with additional copies sent upon request

◆ purecatskills.com

- A dedicated webpage for your business
- Direct affiliation with a website that draws over 3,000 unique visitors each month
- Placement of your events in our web calendar

◆ Marketing efforts benefitting Pure Catskills members

- We recommend only PC members when fulfilling inquiries for retail product requests
- We recommend only PC members when fulfilling inquiries for wholesale product requests
- We sample your products at various events and tastings throughout the year (Pure Catskills will purchase your product at wholesale cost)
- Pure Catskills brand print advertising in various magazines such as Edible Hudson Valley, The Daily Star, Country Folks, DVEight and the Catskill Mountain Regional Guide
- We use only Pure Catskills members as sources for articles in Catskill Mountain Region Guide and Edible Hudson Valley

- Promotional opportunities for you to represent your products at Pure Catskills sponsored events throughout the region such as the Cauliflower Festival, Meredith Dairy Fest, and Taste of the Catskills

◆ Special promotions and affinity group promotions

- Specialty rack cards
- Variety of print materials
- Holiday Gift Guide
- Farmers' Market of the Week

◆ Social Media Promotions

- Pure Catskills Facebook Page: We help you promote your events and products through our FB Page, with over 5,000 followers
- Pure Catskills Twitter: We reach out through this social media outlet with nearly 2,500 followers
- Pure Catskills Instagram: We repost member events, pictures and happenings to over 3,500 followers
- Pure Catskills Pinterest: We will share your recipes, products, news and more to our followers

◆ Educational opportunities

- Access to many workshops provided by CCE Delaware County, CADE and other partners

◆ Point of purchase promotional/marketing materials

- Banners, shopping lists, chip clips, pens, shopping bags, PC member metal sign, tees, hats, stickers, product cards for display pricing, hang tags, Why Buy Pure Catskills poster and infographic rack card, price stickers, 8 Reasons to Buy Local Poster, table tent, car decals and more

◆ Additional partnership opportunities

- We're exploring other ways to enhance membership value with retailer discounts, educational incentives and promotional venues. Got an idea? Let us know!

