2021
ADVERTISING OPPORTUNITIES
Website Advertising

Advertising is available on our website, which is frequented by around 50,000 fair trade professionals, businesses, buyers, and consumers each year!

WEBSITE MEMBER FEATURE

Homepage, Sub-Pages, & Member List (link here)
- Quarter: $350
- Half Year: $560 (20% savings)
- Full Year: $980 (30% savings)

Find a Wholesale Supplier Page (link here)
- Same pricing as above

Shop Online Page (link here)
- Quarter: $250
- Half Year: $400 (20% savings)
- Full Year: $700 (30% savings)

Details
- The featured member ads now link directly to your website
- No submission required

advertising@fairtradefederation.org | 302-655-5203
Website Advertising (continued)

WEBSITE PRODUCT FEATURE (most popular)

One Product
- Quarter: $250
- Half Year: $400 (20% savings)
- Full Year: $700 (35% savings)

Two Products
- Quarter: $450 (10% savings)
- Half Year: $640 (20% savings)
- Full Year: $980 (35% savings)

Details
- Appears on the FTF homepage & most website sub-pages
- Submission: high resolution photo which will appear as 330x250 pixels, the desired text (product, company name, or tagline), and click-through url

Fair Trade Products

Alpaca Teddy Bears
Nurse with Green Scrubs
Rainbow Peace Face Mask

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Newsletter Advertising

Promote your business, product line, special offer, and more by advertising in monthly Fair Trade Federation email updates. Our newsletter list of over 7,000 is comprised of buyers, professionals, and individuals interested in fair trade.

NEWSLETTER MEMBER FEATURE

Pricing
- $200 per feature
- $640 for four, one per quarter (20% savings)

Details
- One spot available per newsletter
- Appears above the featured products
- Submission: high resolution 700x300 (pictured below) or 600x400 pixel artwork and click-through url

Fair trade is more important now than ever! Our artisan partners in Bangladesh, Ecuador, Peru, and Sri Lanka are still working diligently to deliver goods. Minga receives bi-weekly shipments and we remain committed to supporting artisans and retailers for a stronger fair trade future!

ORDER TODAY
(262) 248-8790
www.mingaimports.com
orders@mingaimports.com

advertising@fairtradefederation.org | 302-655-5203
NEWSLETTER PRODUCT FEATURE

Pricing
- If using the same product displayed in the product rotator, you can add this on for $50 for a feature for each quarter.
- If you would like to only do the product feature in the newsletter, the pricing is as follows:
  - $150 per feature
  - $480 for four, one per quarter (20% savings)

Details
- Up to four products featured in each newsletter
- Appears below the member feature
- Submission: high resolution photo which will appear in the ratio of 330x250 pixels, desired text (product, company name, or tagline), and url

Featured Fair Trade Products

- Mayamam Weavers
- Copper Coated Bells

advertising@fairtradefederation.org | 302-655-5203
Social Media Advertising

Reach our over 25,000 social media followers by advertising on the FTF's Twitter and Facebook pages!

SOCIAL MEDIA MEMBER & PRODUCT FEATURES

Pricing

- Member Feature Posts: $50 per feature or $160 for four, one per quarter (20% savings)
- Product Feature Posts: $75 per feature or $240 for four, one per quarter (20% savings)

Details

- Each feature is posted to the FTF's Facebook and Twitter
- Option to boost the post and/or choose the timing of the feature (ask us if interested!)
- Submission: high resolution photo which will appear as 1600x900 pixels on Twitter and 940x788 pixels on Facebook, desired url, and text (subject to approval by the FTF)

advertising@fairtradefederation.org | 302-655-5203
General Information

Important Notes
- Placement is given on a first come, first served basis
- Advertising opportunities are open only to FTF members in good standing
- Complete payment must be received by the FTF in advance of the ads going live, including bulk ad buying (no installments)

Place an Ad or Ask a Question
- Please contact Rachel Spence at advertising@fairtradefederation.org or 302-655-5203