

printing:

6"x6", 28 pages, velvet cover / 70 lb matte text. 2000 qty. \$1514.85.

Design + distribution: \$500.00

Total: \$2014.85 (happy to round to \$2000) \$2,014. 85

Cost covered by 11 participants / \$150 each \$1,650.00

Lower participant cost:

If participants paid \$100 each we would need \$900. \$1,000.00

Quantity: 50 for each participant = 550 booklets

bring 450 to Taste of Mendocino

leave 25 at 20 individual locations throughout the county = 500

remainder: 500 for other events + refreshing distribution points + selling through magazine

Will create digital version available for free on website. Link for MCTC

There is a desire to keep the cost to participants low.



Word of Mouth magazine is committed to promoting the intersection of community and food to both residents and visitors in Mendocino County. Lately we've been wondering how we can promote our unique area to people who have yet to visit.

With this in mind, we are putting together a 24 page booklet to feature 11 agritourism destinations in our county to promote Mendocino County as the premier place to visit for one-of-a-kind experiences.

Each participating farm will get a 2-page spread. One side will feature a full page image, the other will contain a few smaller images and a description of your farm and accommodations, as well as contact information and how to book.

We'd like these booklets to be printed in time for the Taste of Mendocino promotional event in San Francisco on June 10th. Besides offering them at key marketing events for the county, each participant will receive 50 copies to share, and others will be made available at visitor locations like the Ford House in Mendocino. In addition we will offer the booklet through Word of Mouth for a nominal fee to cover postage and digitally on our website.

Our goal is to drive more paying guests to farms, and to solidify Mendocino's reputation as a beautiful, eco-friendly destination where people can taste a slice of country life during their stay.

What we're asking from participants:

- high resolution images of the farm or ranch showing it the accommodation(s) at their best
- a vector or high resolution logo
- a description of the farm and accommodation (250 words or less)
- \$150 to cover initial print run of 2000 booklets

The booklets will be 6"x6", printed in full color on matte paper to best showcase the photos of participating farms and ranches.

Farms that we will be approaching include:

- Apple Farm ... <http://www.philoapplefarm.com/>
- Yokayo Ranch ... <http://yokayoranch.com/>
- Oz Farm ... <http://www.ozfarm.com/>
- Oak Granary ... <http://www.oakgranary.org/>
- Casari Ranch ... <http://casariranch.com/>
- Emandal ... <http://emandal.com/>
- Pegasus Farm ... <http://onpegasusfarm.blogspot.com/>

- B Bryan Preserve ... <http://bbryanpreserve.com/>
- Groundswell <http://groundswell.institute/>
- Campovida ... <http://www.campovida.com/visit-the-farm/>
- Lodging & Llamas <http://lodgingandllamas.com/lodging.html>
- Bell Valley Retreat/ Toll House <http://tollhouseinn.com/>
- Howard Creek Ranch Inn <http://howardcreekranch.com/index.html>
- Nye Ranch
- Fortunate Farm