



Buy Local. Buy Pride of New York.

Dear Pride of New York Member:

With funding from the USDA Specialty Crop Block Grant Program, the Pride of New York is offering an expanded cooperative advertising program to now include television and radio as well as cooperative funding for print, point of purchase and promotional items.

The goal is to build awareness, preference and sales for Pride of New York products across the State. As a Pride of New York member, you can share in this opportunity to promote and encourage all New Yorkers and visitors to look for and buy locally grown Pride specialty crop products.

You can choose from a wide range of advertising and marketing options that best fit your budget and target audience, in multiple markets. The options include:

Pre-Negotiated and/or Custom-Built Television Buy: Pride of New York will cost share an approved 30-second message unit that must include professional production of a 23-second TV commercial with your message, linked to a 7-second Pride of New York tag.

Pre-Negotiated and/or Custom-Built Radio Buy: Pride of New York will cost share an approved 60-second spot that must include professional production of a 45-second spot that ends with a 15-second Pride of New York tag.

Print: Pride of New York will cost share approved advertisements and placement in a variety of consumer publications submitted by Pride members.

Point of Purchase and Promotional Items: Pride of New York will cost share approved point of purchase and promotional items such as: signage, bags, banners, boxes (carton printing), brochures and rack cards submitted by Pride members.

Interested? Let us know now.

Cooperative funding will be awarded on a first-come, first-served basis. Funding requirements are attached for your review. Simply complete the enclosed application and return to the Pride of New York Program staff. If you have any questions or would like more information, please contact:

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