Dear Industry Friend,

On behalf of everyone at The Packer, thank you for inquiring about advertising in our publications.

We are proud to present you with the 2019 Media Kit, which covers every available marketing opportunity. The Packer is the fresh produce industry’s most-recognized, most-trusted and most-read publication. In recent years, The Packer also has become the undisputed innovation leader with the growth and evolution of the industry’s most dynamic online news source in ThePacker.com.

Your business is changing rapidly, and it is increasingly difficult to catch your customers’ attention with your marketing messages. The Packer family of products will guarantee your message is always in front of your customers, whether they read their news in The Packer, online, on their mobile devices or all three.

The Packer has served as the produce industry’s primary resource for reaching the most-qualified and engaged audience for more than 120 years. To further our position as your most reliable conduit to communicate with your customers, The Packer is now providing you with multiple media channels to engage with customers whenever and wherever they access their produce industry news.

In addition, we also recognize your brand is the most valuable asset you own. We strive to maintain The Packer as the most-respected — and first-read — publication serving the produce industry. Our commitment to those key tenets ensures that when you run your ad campaign in any of The Packer products, your customers will take notice and your brand will benefit from the relationship with the dominant media brand in the produce marketplace.

We look forward to making your 2019 very successful. Within the pages of this media kit you will find contact information for many of the people who can help you spread your message throughout the industry. We are here to help, so do not hesitate to call us.

Best Regards,

Shannon Shuman
Vice President and Publisher, Produce
sshuman@thepacker.com
(913) 438-0734
MEET THE PACKER

GARY ENGLISH
National Sales Manager
email: genglish@thepacker.com
Phone: (913) 438-0789
Cell: (913) 484-4503

GAGE ROHWER
Central Account Executive
email: grohwer@thepacker.com
Phone: (913) 438-0714
Cell: (314) 560-9410

TARA SCHWARTZ
Western Account Executive
email: tschwartz@thepacker.com
Phone: (206) 618-5896

ELIZABETH CHERRY
California Account Executive
email: echerry@thepacker.com
Phone: (310) 546-3815

LAURIE MARINONE
East Coast Account Executive
email: lmarinone@thepacker.com
Phone: (508) 542-6750

DENISE SUNDVOLD
Account Executive, Directories and Job Board
email: dsundvold@thepacker.com
Phone: (314) 327-6758
all proceeds are donated back to PBH to support programs and educate about their value to the industry’s growth. This annual supplement, according to the Produce Marketing Association, Kroger and convenience store Rutter’s were among the returning buyers. Dis-
PRODUCE MARKET GUIDE
An annual buyers’ guide, Produce Market Guide is the most complete listing available for sources of fruits, vegetables and specialty items, highlighted in individual sections with marketing tips and handling information.
PUBLISHED ANNUALLY IN SEPTEMBER

PRODUCE MARKET GUIDE—NORTH AMERICAN EXPORT GUIDE
As North America sends more produce overseas, there is an increased need to promote what is available outside of the U.S. and Canada. This guide to North American exporters will reach importers from around the world.
PUBLISHED ANNUALLY IN DECEMBER

PRODUCE MARKET GUIDE—ORGANIC GUIDE
Retailers are under more and more pressure from consumers to deliver organic produce options. The Produce Market Guide — Organic Guide is a unique organic commodity resource and will include organic supplier listings.
PUBLISHED ANNUALLY IN JUNE

The Packer and Red Book have combined to create an industry-disrupting platform. Use your phone, tablet or PC to find commodities, check out display ideas, look up PLUS and research companies.

For the first time ever, you can go to one place and search more than 100,000 companies with more than 200,000 contacts and access a full commodity database with more than 300 produce listings, across multiple platforms.

Produce Market Guide
The Packer is the fresh produce industry’s most-recognized, most-trusted and most-read publication. The Packer continually invests in ensuring you are offered the best market penetration in the produce industry.

**CIRCULATION QUALITY**

<table>
<thead>
<tr>
<th>Total Qualified Circulation</th>
<th>Qualified Within 1 Year</th>
<th>Direct Request</th>
</tr>
</thead>
<tbody>
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<td>18,025</td>
<td>16,520</td>
<td>12,548</td>
</tr>
<tr>
<td>10,164</td>
<td>7,731</td>
<td>2,740</td>
</tr>
<tr>
<td>18,025</td>
<td>16,520</td>
<td>10,975</td>
</tr>
<tr>
<td>10,164</td>
<td>7,731</td>
<td>2,193</td>
</tr>
</tbody>
</table>

**TOTAL REACH**

- **THE PACKER**: 18,025, 10,164, 3,314, 1,519, 2,511
- **PRODUCE NEWS**: 16,520, 7,731, 3,648, 2,245, 2,396

Source: Individual publication BPA data
Nearly 45% of Produce News’ circulation is sent to names extracted from a business directory rather than individuals or companies who have directly requested the publication out of true interest for the content.

**Our Advantage/Competitive Differentiation**

READEX READERSHIP STUDY

<table>
<thead>
<tr>
<th>Is The Most Timely</th>
<th>Is The Most Relevant</th>
<th>Best Scope of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>76%</td>
<td>74%</td>
</tr>
<tr>
<td>THE PACKER</td>
<td>PRODUCE NEWS</td>
<td>THE PACKER</td>
</tr>
<tr>
<td>21%</td>
<td>24%</td>
<td>PRODUCE NEWS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is The Most Credible</th>
<th>Is The Most Interesting</th>
<th>If You Could Only Read One</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>73%</td>
<td>77%</td>
</tr>
<tr>
<td>THE PACKER</td>
<td>PRODUCE NEWS</td>
<td>THE PACKER</td>
</tr>
<tr>
<td>21%</td>
<td>27%</td>
<td>PRODUCE NEWS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>23%</td>
</tr>
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</table>

Source: 2016 Readex Research
Print Advertising Rates

GROSS FREQUENCY RATES (Black & White)

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<th></th>
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<th>6x</th>
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<th>19x</th>
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<td>$14,110</td>
<td>$13,160</td>
<td>$12,505</td>
<td>$11,885</td>
<td>$11,375</td>
<td>$10,895</td>
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<td>$ 7,375</td>
<td>$ 7,060</td>
<td>$ 6,660</td>
<td>$ 6,255</td>
<td>$ 5,960</td>
<td>$ 5,680</td>
<td>$ 5,450</td>
<td>$ 5,215</td>
<td>$ 4,980</td>
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<tr>
<td>2/3 Page</td>
<td>$ 6,650</td>
<td>$ 6,120</td>
<td>$ 5,805</td>
<td>$ 5,440</td>
<td>$ 5,195</td>
<td>$ 4,930</td>
<td>$ 4,745</td>
<td>$ 4,510</td>
<td>$ 4,315</td>
<td>$ 4,130</td>
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<td>$ 5,530</td>
<td>$ 5,235</td>
<td>$ 4,935</td>
<td>$ 4,690</td>
<td>$ 4,440</td>
<td>$ 4,265</td>
<td>$ 4,090</td>
<td>$ 3,915</td>
<td>$ 3,745</td>
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<tr>
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<td>$ 4,855</td>
<td>$ 4,570</td>
<td>$ 4,305</td>
<td>$ 4,110</td>
<td>$ 3,910</td>
<td>$ 3,745</td>
<td>$ 3,570</td>
<td>$ 3,395</td>
<td>$ 3,265</td>
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<tr>
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<td>$ 3,745</td>
<td>$ 3,490</td>
<td>$ 3,295</td>
<td>$ 3,145</td>
<td>$ 2,990</td>
<td>$ 2,865</td>
<td>$ 2,755</td>
<td>$ 2,645</td>
<td>$ 2,490</td>
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<td>1/4 Page</td>
<td>$ 3,070</td>
<td>$ 2,835</td>
<td>$ 2,685</td>
<td>$ 2,500</td>
<td>$ 2,370</td>
<td>$ 2,265</td>
<td>$ 2,185</td>
<td>$ 2,080</td>
<td>$ 2,000</td>
<td>$ 1,885</td>
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<td>1/6 Page</td>
<td>$ 2,060</td>
<td>$ 1,895</td>
<td>$ 1,795</td>
<td>$ 1,695</td>
<td>$ 1,620</td>
<td>$ 1,520</td>
<td>$ 1,450</td>
<td>$ 1,390</td>
<td>$ 1,335</td>
<td>$ 1,275</td>
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<tr>
<td>1/8 Page</td>
<td>$ 1,570</td>
<td>$ 1,440</td>
<td>$ 1,355</td>
<td>$ 1,275</td>
<td>$ 1,215</td>
<td>$ 1,145</td>
<td>$ 1,100</td>
<td>$ 1,050</td>
<td>$ 1,020</td>
<td>$  970</td>
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<td>$ 910</td>
<td>$ 860</td>
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<td>$ 745</td>
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<td>$ 685</td>
<td>$ 655</td>
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<td>Open Inch</td>
<td>$ 100</td>
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<td>$ 75</td>
<td>$ 75</td>
<td>$ 70</td>
<td>$ 65</td>
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<tr>
<td>Page 1 Banner</td>
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<td>$ 6,915</td>
<td>$ 6,660</td>
<td>$ 6,385</td>
<td>$ 6,190</td>
<td>$ 5,975</td>
<td>$ 5,825</td>
<td>$ 5,660</td>
<td>$ 5,490</td>
<td>$ 5,345</td>
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<tr>
<td>*(10&quot; x 1.75&quot;)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

*Prices include 4-color process

GROSS COLOR RATES

<table>
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<tr>
<th>Format</th>
<th>1-color</th>
<th>2-color</th>
<th>3-4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-Column Format</td>
<td>$ 695</td>
<td>$1,335</td>
<td>$1,975</td>
</tr>
</tbody>
</table>

Process color or spot color from process

THE PACKER INSERTS

INSERT RATES

Additional pages, call for quote.
Design and printing services, call for quote.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Page</td>
<td>$12,485</td>
</tr>
<tr>
<td>2-Page</td>
<td>$ 7,785</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$ 7,795</td>
</tr>
<tr>
<td>Post-It-Note</td>
<td>$11,250</td>
</tr>
</tbody>
</table>

Maximum folded size of insert (flat or folded): 9.5" x 11"
Ship inserts directly to:
The Sedalia Democrat, 700 5th St. N.W., Sedalia, MO 65301.
Deadline for inserts is two weeks prior to issue.
Please send a PDF insert by close date of issue to:
Lori Oehme at loehme@farmjournal.com.
# Tabloid Print Rates

**GROSS ENAMEL TABLOID RATES** (Black & White)

<table>
<thead>
<tr>
<th>Spread</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>13x</th>
<th>19x</th>
<th>26x</th>
<th>32x</th>
<th>39x</th>
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<th>52x</th>
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<tr>
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<td>$11,475</td>
<td>$10,730</td>
<td>$9,730</td>
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<td>$8,945</td>
<td>$8,530</td>
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</tr>
<tr>
<td>Full Page</td>
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<td>$4,875</td>
<td>$4,660</td>
<td>$4,470</td>
<td>$4,275</td>
<td>$4,080</td>
</tr>
<tr>
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<td>$4,570</td>
<td>$4,450</td>
<td>$4,195</td>
<td>$4,060</td>
<td>$3,875</td>
<td>$3,755</td>
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</tr>
<tr>
<td>1/2 Page</td>
<td>$3,845</td>
<td>$3,530</td>
<td>$3,335</td>
<td>$3,150</td>
<td>$2,980</td>
<td>$2,845</td>
<td>$2,735</td>
<td>$2,610</td>
<td>$2,490</td>
<td>$2,365</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,570</td>
<td>$2,365</td>
<td>$2,235</td>
<td>$2,100</td>
<td>$2,010</td>
<td>$1,900</td>
<td>$1,835</td>
<td>$1,765</td>
<td>$1,695</td>
<td>$1,610</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,960</td>
<td>$1,815</td>
<td>$1,725</td>
<td>$1,610</td>
<td>$1,520</td>
<td>$1,440</td>
<td>$1,385</td>
<td>$1,315</td>
<td>$1,265</td>
<td>$1,215</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,315</td>
<td>$1,215</td>
<td>$1,145</td>
<td>$1,070</td>
<td>$1,010</td>
<td>$097</td>
<td>$093</td>
<td>$088</td>
<td>$085</td>
<td>$080</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$090</td>
<td>$085</td>
<td>$080</td>
<td>$075</td>
<td>$074</td>
<td>$070</td>
<td>$068</td>
<td>$065</td>
<td>$060</td>
<td>$055</td>
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<tr>
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<td>$0420</td>
<td>$0400</td>
<td>$0375</td>
<td>$0365</td>
<td>$0345</td>
<td>$0335</td>
<td>$0315</td>
<td>$0305</td>
<td>$0295</td>
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</table>

**GROSS COLOR RATES**

1-color: $695  
2-color: $1,335  
3-4 color: $1,975  

Process color or spot color from process

**5-COLUMN FORMAT**

1 col...1.56"  
2 col...3.37"  
3 col...5.12"  
4 col...6.87"  
5 col...8.62"

Bleed offered on full pages. Bleed size is 9.75" x 11.25", trimming to 9.5" x 11".

Please keep live matter 0.5" in from the bleed.
## Print Ad Specifications

### FILE FORMAT

**SAVE YOUR FILE AS A PDF/X-1a WITH NO CROP MARKS OR WHITE SPACE AROUND THE OUTSIDE OF THE AD.**

We encourage all customers to use the PDF/X-1a format as their standard for submitting advertisements. This format is the industry-wide standard for submission of print-ready material. A properly setup PDF/X-1a will have all fonts and images embedded and use CMYK colorspace (required for 4-color printing).

Staff are available to answer your questions, and further information is available online at thepacker.com.

CONTACT CARLO IGNOFFO AT (847) 268-3299, cignoffo@farmjournal.com

### MECHANICAL SPECIFICATIONS:

- **Width of page:** 10"
- **Depth of page:** 21.5"

Bleed ads are not offered on Packer ads.

**Materials accepted:**

Digital files in PDF/X-1a preferred. No crop marks and no white space around the outside of the ad.

### TABLOID MECHANICAL SPECIFICATIONS:

- **Width of Page:** 8.62"
- **Depth of Page:** 10.25"

**Bleed offered on full pages.**

Bleed size is 9.75" x 11.25", trimming to 9.5" x 11".

Please keep live matter 0.5" in from the bleed.

### INSERTS SHIP TO:

**The Sedalia Democrat**

Attn: Henry Holtzclaw/The Packer

700 S. Massachusetts

Sedalia, MO 65301

(600) 826-1000

**PLEASE SEND ALL AD MATERIALS TO:**

Carlo Ignoffo

cignoffo@farmjournal.com

(847) 268-3299

### COPY AND RATE POLICIES

Rates and conditions given in this rate card are subject to change without notice. Contracts, orders or copy instructions containing conditions which conflict with the publisher's policies will not be considered binding on the publisher. Orders containing incorrect rates will be billed at rates in force at the time. Any tax hereafter applicable to advertising will be added to the prevailing rates. The publisher reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claim as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher."

Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions and facts) of advertisements printed, and also assume responsibility for any claims made against the publisher arising from or related to such advertisements.

The publisher reserves the right to reject any advertising which it feels is not in keeping with the publication's standards. Failure by publisher to insert in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract. The publisher requires that proof of postal clearance be provided prior to publication of any advertisement containing contest copy. The word "advertising" will be placed above or below any copy, which in the publisher's opinion resembles editorial matter. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.

Delinquent accounts may be subject to carrying charges for unpaid balance. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. If within a 12-month period from the date of the first insertion, advertisers do not use the amount of insertions upon which their billings have been based, the rate applicable for the amount of space placed will apply retroactive to the first insertion. Advertisers will be billed at rates in force at the time. If within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate.

All invoices are net 30 days. Invoices not paid within 30 days are subject to a 1.5 percent per month carrying charge. No cash discounts. All rates payable in U.S. funds.
<table>
<thead>
<tr>
<th>Date</th>
<th>Section Calendar</th>
<th>Directory Calendar</th>
</tr>
</thead>
</table>
| January 7  | Special Section Deadline: 12/24/2018  
Apple Marketing  
Imported Melons |                                      |
| January 14 | Special Section Deadline: 12/31/2018  
Organic Produce  
Food Safety & Traceability |                                      |
| January 21 | Special Section Deadline: 1/7/2019  
Sustainability & Going Green  
Pre Global Organic Produce Expo  
Citrus Marketing | Washington Winter Apples            |
| January 28 | Special Section Deadline: 1/14/2019  
Mushroom Marketing  
Mexican Produce  
California Asparagus  
Global Organic Produce Expo Distribution | National Citrus                      |
| February 4 | Special Section Deadline: 1/22/2019  
Ontario Produce  
Pineapple Marketing | National Mushrooms  
Asparagus               |
| February 11| Special Section Deadline: 1/28/2019  
Transportation Services  
Southern California Strawberries  
Nuts/Dates/Dried Fruit | Chilean Spring Fruit  
West Mexico- Nogales Yellow Sheet |
| February 18| Special Section Deadline: 2/4/2019  
Floral Retailer Supplement (Deadline 1/14/19)  
Pre-Southeast Produce Council  
Toronto KYM  
Packaging Update | California Strawberries  
National Fresh Garlic              |
| February 25| Special Section Deadline: 2/11/2019  
Potato Marketing  
Southeast Berries  
California Carrots | Organic Produce  
Michigan/CA Apples               |
| March 4    | Special Section Deadline: 2/19/2019  
Florida Spring Produce  
Texas Onions  
Mexican Mangos  
NA Ports  
SEPC Distribution | Spring Avocado  
Greenhouse Produce               |
| March 11   | Special Section Deadline: 2/25/2019  
West Mexico Spring Produce  
California Spring Vegetables  
Sweet Potato Marketing  
Kale Marketing | Yuma Spring Produce  
Texas Onion  
Florida Spring Produce |

SECTION CALENDAR

- Special Section Deadline: 12/24/2018
- Apple Marketing
- Imported Melons
- Special Section Deadline: 12/31/2018
- Organic Produce
- Food Safety & Traceability
- Special Section Deadline: 1/7/2019
- Sustainability & Going Green
- Pre Global Organic Produce Expo
- Citrus Marketing
- Special Section Deadline: 1/14/2019
- Mushroom Marketing
- Mexican Produce
- California Asparagus
- Global Organic Produce Expo Distribution
- Special Section Deadline: 1/22/2019
- Ontario Produce
- Pineapple Marketing
- Special Section Deadline: 1/28/2019
- Transportation Services
- Southern California Strawberries
- Nuts/Dates/Dried Fruit
- Special Section Deadline: 2/4/2019
- Floral Retailer Supplement (Deadline 1/14/19)
- Pre-Southeast Produce Council
- Toronto KYM
- Packaging Update
- Special Section Deadline: 2/11/2019
- Potato Marketing
- Southeast Berries
- California Carrots
- Special Section Deadline: 2/19/2019
- Florida Spring Produce
- Texas Onions
- Mexican Mangos
- NA Ports
- SEPC Distribution
- Special Section Deadline: 2/25/2019
- West Mexico Spring Produce
- California Spring Vegetables
- Sweet Potato Marketing
- Kale Marketing
- Special Section Deadline: 3/4/2019
- Yuma Spring Produce
- Texas Onion
- Florida Spring Produce

DIRECTORY CALENDAR

- Washington Winter Apples
- National Citrus
- National Mushrooms
- Asparagus
- Chilean Spring Fruit
- West Mexico- Nogales Yellow Sheet
- California Strawberries
- National Fresh Garlic
- Organic Produce
- Michigan/CA Apples
- Spring Avocado
- Greenhouse Produce
- Yuma Spring Produce
- Texas Onion
- Florida Spring Produce
**Editorial Calendar**

<table>
<thead>
<tr>
<th>Date</th>
<th>SECTION CALENDAR</th>
<th>DIRECTORY CALENDAR</th>
</tr>
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<tbody>
<tr>
<td>March 18</td>
<td>Special Section Deadline: 3/4/2019</td>
<td>Mangos</td>
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<tr>
<td>ROP Deadline: March 8</td>
<td>Florida Peach Marketing</td>
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</tr>
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<td></td>
<td></td>
<td>Southern Sweet Potato</td>
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<tr>
<td></td>
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</tr>
<tr>
<td>March 25</td>
<td>Special Section Deadline: 3/11/2019</td>
<td>California Sweet Potatoes</td>
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### SECTION CALENDAR

#### July 8
ROP Deadline: June 28
- Special Section Deadline: 6/24/2019
  - Kentucky/Tennessee Produce
  - Washington/Oregon Potatoes
  - Northwest KYM

#### July 15
ROP Deadline: July 5
- Special Section Deadline: 7/1/2019
  - Foodservice Report Tabloid *(Deadline 6/14/19)*
  - New York State Produce
  - Sustainability/Going Green
  - **Bonus PMA Food Service Distribution**

#### July 22
ROP Deadline: July 12
- Special Section Deadline: 7/8/2019
  - Garlic & Herb Marketing
  - Chilean Citrus
  - Locally Grown Marketing
  - Ohio KYM

#### July 29
ROP Deadline: July 19
- Special Section Deadline: 7/15/2019
  - California Lettuce & Leaf
  - Late Season Berries
  - Peruvian Asparagus
  - Washington/Oregon Onions
  - **PMA Foodservice Conference Distribution**

#### August 5
ROP Deadline: July 26
- Special Section Deadline: 7/22/2019
  - Baltimore/Washington D.C. KYM
  - Marketing to Kids (Fall)
  - Wisconsin Potato
  - Pumpkin, Squash & Ornamentals
  - Pre-New England Produce Council

#### August 12
ROP Deadline: Aug. 2
- Special Section Deadline: 7/29/2019
  - Mushrooms Marketing Tabloid *(Deadline 7/15/19)*
    - Colorado Produce
    - Fall Avocado Marketing
    - Heartland KYM
    - QPMA Convention Section

#### August 19
ROP Deadline: Aug. 9
- Special Section Deadline: 8/5/2019
  - **Packaging Report Tabloid (Deadline 7/22/19)**
  - Floral Retailer Supplement *(Deadline 7/15/19)*
    - San Diego/Baja Tomatoes
    - Idaho/East Oregon Onions
    - Organic Produce
    - Philadelphia KYM

#### August 26
ROP Deadline: Aug. 16
- Special Section Deadline: 8/12/2019
  - California Fall Fruits Tabloid *(Deadline 7/29/19)*
    - Transportation Services
    - Eastern Apples
    - Southern Sweet Potatoes
    - Twin Cities KYM

### DIRECTORY CALENDAR

#### July 8
- Delano Grapes
- Oregon Berries
- California Pears

#### July 15
- California Strawberries
- Fresno Grapes

#### July 22
- Software Sources

#### July 29
- Granny Smith Apples
- California Fall Tomatoes

#### August 5
- National Mushrooms
- Organic Produce
- Peruvian Asparagus
- Washington Onions

#### August 12
- Greenhouse
- National Peppers
- Wisconsin Potatoes

#### August 19
- Virginia Apples
- California Fall Grapes

#### August 26
- Georgia Fall Produce
- Idaho/East Oregon Onions
- Persimmons & Pomegranates*

*Goes in California Fall Fruits Tabloid
Deadline 7/30/18
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| **September 2**  | California Sweet Potatoes  
ROP Deadline: Aug. 23  
Northwest Pears Tabloid (Deadline 8/5/19)  
Breast Cancer Awareness  
Fall Tropicals  
Michigan Apples  
Philadelphia KYM  
Georgia Fall Produce | Colorado Potatoes  
National Potato  
Eastern Apples |
| **September 9**  | Southern Sweet Potatoes  
ROP Deadline: Aug. 30  
Argentina Blueberries  
San Luis Potatoes  
South American Mangos  
Michigan KYM  
Ciders & Fall Beverages | Washington Apples  
Michigan Apples |
| **September 16** | Nuts, Dates & Dried Fruit  
ROP Deadline: Sep. 6  
Washington Apples Tabloid (Deadline 8/16/19)  
Mexican Greenhouse Produce  
Pomegranates Marketing  
Cranberries Marketing  
St. Louis KYM  
Peruvian Onions | National Tomato |
| **September 23** | Persimmons & Pomegranates  
ROP Deadline: Sep. 13  
Montreal KYM  
Kiwi Fruit Marketing  
Northern California KYM  
Nuts, Dates & Dried Fruit | National Fresh Garlic |
| **September 30** | Fall Avocados  
ROP Deadline: Sep. 20  
Pre-PMA Convention  
Idaho Potatoes  
Kiwifruit | |
| **October 7**    | Michigan Apples  
ROP Deadline: Sep. 27  
Profiles: Milestones in Produce Tabloid (Deadline 9/9/19)  
Banana Marketing  
Food Safety/Traceability  
North Carolina Sweet Potatoes  
Red River Valley Potatoes  
Produce Market Guide (First Deadline: 8/29/19) | Ventura County Vegetables  
Organic Produce |
| **October 14**   | Floral  
ROP Deadline: Oct. 3  
Profiles: The Packer 25 Tabloid (Deadline 9/16/19)  
Floral Retailer Supplement (Deadline 9/16/19)  
Seeds of Change  
PMA Convention Distribution | |
| **October 21**   | Floral  
ROP Deadline: Oct. 11  
Idaho Potatoes  
California/Arizona Citrus | |
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<td>(Deadline: 11/13/19)</td>
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</tbody>
</table>
Smaller ads make a BIG impact when placed in The Packer Directories, which are specific to commodities and regions. Advertise in The Packer Directories and you’ll enjoy these important benefits:

- The opportunity to align your products and services with your niche commodity market or region
- A cost-effective advertising opportunity for companies of all sizes
- The ability to supplement your Packer display ad program, gaining added exposure for your brand
- The ability to lower your display ad frequency discount by increasing the number of total ads running in The Packer
- FREE ad creation by Packer staff

WHAT’S INCLUDED?

- Your ad printed in the weekly issue of The Packer (Sent to 18,000+ subscribers)
- Your ad seen in the digital version on ThePacker.com

DIRECTORY RATES

Directory ads appear in black plus two colors of your choice. See our media kit calendar for the 2018 Directory Schedule.

DIRECTORY SPECIFICATIONS

<table>
<thead>
<tr>
<th>Unit</th>
<th>Size</th>
<th>Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Box</td>
<td>2.37&quot;w x 3.75&quot;h</td>
<td>$665</td>
</tr>
<tr>
<td>2-Box Vertical</td>
<td>2.37&quot;w x 7.75&quot;h</td>
<td>$1,225</td>
</tr>
<tr>
<td>2-Box Horizontal</td>
<td>4.75&quot;w x 3.75&quot;h</td>
<td>$1,225</td>
</tr>
<tr>
<td>4-Box Square</td>
<td>4.75&quot;w x 7.75&quot;h</td>
<td>$2,325</td>
</tr>
</tbody>
</table>

Contact Denise Sundvold at: (314) 327-6758 or email dsundvold@thepacker.com
4 great packages to choose from!

NEW AND IMPROVED CLASSIFIED AD RATES

Advertise your equipment, personnel needs, products or services exclusively to the produce industry in our Classified Ad Section.

- **DEADLINE** is Friday, 10 days prior to issue date.

Prepayment is required at the time of approval.

*Classified rates are non-commissionable and are billed at the gross rate.*

- **3x4.5**
  - $1,220
  - FOR TWO CONSECUTIVE WEEKS
  - actual size of ad is 4.91" x 4.5"

  Add 1 spot color for an additional $150 or full color for $350

- **2x2.5**
  - $460
  - FOR TWO CONSECUTIVE WEEKS
  - actual size of ad is 3.2" x 3"

- **1x3**
  - $335
  - FOR TWO CONSECUTIVE WEEKS
  - actual size of ad is 1.52" x 3"

- **2x4.5**
  - $715
  - FOR TWO CONSECUTIVE WEEKS
  - actual size of ad is 3.22" x 4.5"

Packages are not available for employment or recruitment ads.
## PRINT AND ONLINE-ONLY POSTING PACKAGES

### BEST PACKAGE: 35% DISCOUNT
- Display ad in The Packer Classifieds for two consecutive weeks
- Full color to be included in the display ad
- 60-day posting on ThePacker.com/jobs
- Feature employer in The Packer Employment Newsletter

Open Rate: $2,200  
Discount Rate: $1,430

### BETTER PACKAGE: 25% DISCOUNT
- 2x3 display ad in The Packer Classifieds for two consecutive weeks
- One spot color to be included in the display ad
- 30-day posting on ThePacker.com/jobs
- Feature employer in The Packer Employment Newsletter

Open Rate: $1,225  
Discount Rate: $920

### GOOD PACKAGE: 15% DISCOUNT
- 1x3 display ad in The Packer Classifieds for two consecutive weeks
- 30-day posting on ThePacker.com/jobs
- Feature employer in The Packer Employment Newsletter

Open Rate: $770  
Discount Rate: $655

### ONLINE-ONLY POSTING

#### ONE-TIME POSTING OPTIONS
- 30-day posting: $260  
- 60-day posting: $360

Contact Denise Sundvold at:  
(314) 327-6758 or email dsundvold@thepacker.com

#### BULK POSTING OPTIONS

<table>
<thead>
<tr>
<th>POST PACK</th>
<th>3 TO 30 DAY JOB POSTINGS</th>
<th>5 TO 30 DAY JOB POSTINGS</th>
<th>10 TO 30 DAY JOB POSTINGS PLUS RECEIVE TWO SPONSORSHIP SPOTS IN THE EMPLOYMENT EMAIL BLAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-POST PACK</td>
<td>$610</td>
<td>$995</td>
<td>$1,940</td>
</tr>
</tbody>
</table>

365 days to use all purchased job postings.
360-Degree Product Integration

### CUSTOM INSERT
An exclusive removable 1-page resource inserted into The Packer to promote your brand or event.
- 2-sided insert (standard 8.5 x 11)
- High-impact, 4-color, 80# gloss text stock
- 5,000 extra copies distributed to one location
- Layout may be provided by client
- Layout, content design and development may be provided by The Packer

### FOCUS REPORTS
Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes three pages of ads. Topics should be relevant to industry issues and actionable.
- 8-page gatefold insert, designed to be a removable resource
- Five pages of content, three pages for brand messaging
- High-impact, 4-color, 80# gloss text stock
- Up to 5,000 copies bulk distributed to one location

### ALSO OFFERED
- Advertorials
- Content marketing
- Custom publishing

### OTHER FARM JOURNAL PUBLICATIONS
- Drovers
- Dairy Herd
- Milk
- Top Producer
- Produce Retailer
- Ag Pro
- Pork
- Veterinary
- Farm Journal
The two largest, most impactful ad spaces available in The Packer are the A1 Wrap and the Spadia.

THE A1 WRAP

This unit is a full page ad that covers the entire front section of The Packer. This is the most dramatic and impactful ad space we offer. Your ad cannot be ignored and will be seen by every reader.

Note: The Packer flag must appear at the top of the front of each type of Spadia offered. The Spadia is also included in the digital edition of The Packer.

THE SPADIA

The Spadia comes in two, and remains the most visible ad available. The Spadia includes either a half-page or full-page cover ad on the front page of The Packer. Each Spadia package includes both the front and back of the cover. Additional space can be purchased to maximize your exposure.

■ **Half Spadia**: This unit is a half-page ad that sits on top of the front page of The Packer. This unit includes both the front and inside front of the half-page cover.

■ **Cover Wrap**: This unit is a traditional full-page ad that folds in half and wraps around the front and back page of The Packer. Your advertising message includes the front and the back of the Spadia.

### RATES

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
<th>Specs</th>
</tr>
</thead>
</table>
| Half-Page Spadia | $12,000 | front side of flap is 5" x 17.5"  
back side of flap is 5.0" x 21.5" |
| Cover wrap       | $21,000 | front side of flap is 5.0" x 17.5"  
back side of flap is 5.0" x 21.5"  
inside of flap is 10" x 21.5" |
| A1 Wrap          | $26,500 | front side of wrap is 10" x 18"  
inside of wrap is 10" x 21.5"  
back of wrap is 10" x 21.5" |
Make Your Advertising Message a Front-Page Headline

FRONT-PAGE BANNER AD

Your ad at the bottom of the front page

Front-page banner ads can spread your message in two ways — as a stand-alone ad or as a teaser to another ad placed inside the edition.

The 6-column x 1.75" ad runs across the bottom of the front page and appears in 4-color.

ACTUAL SIZE: 10" x 1.75"

18,000+ DISTRIBUTION

FRONT COVER LABELS

Receive front-page impact from your advertising investment

Front cover labels are proven attention getters and are now available on any issue throughout the year.

The 3" x 3" sticky notes are placed in the highly visible top left corner of the front page. In addition, front cover labels can also be printed on white paper in full-process color.

STANDARD SPECIFICATIONS

- 3"x 3" note size
- Coated or uncoated stock
- Repositionable adhesive
- Top left front page position

SPECIAL FEATURES AVAILABLE UPON REQUEST
Fresh Trends

What do consumers think about produce? It’s in Fresh Trends magazine, highlights of The Packer’s annual consumer research study, presenting consumer attitudes about fruits and vegetables so retailers can plan accordingly. Published annually in March.

PUBLISH DATE: 3/25/19
AD SPACE DEADLINE: 2/11/19

UNIQUE AND INFORMATIVE CONTENT
For more than 20 years, Fresh Trends has published the results of our ANNUAL consumer research study detailing consumers buying habits and attitudes concerning fresh produce.

SUPERIOR DISTRIBUTION
Fresh Trends is received by all subscribers of The Packer newspaper and select subscribers of Produce Retailer magazine. In total, Fresh Trends is received by roughly 20,000 subscribers. The publication is mailed under a separate cover.

OUTSTANDING ADVERTISER VALUE
Place your message in a publication that is of especially high interest to produce retailers — a primary target audience. Moreover, Fresh Trends is referred to multiple times per year, offering your advertising message multiple exposures. Advertisers can also place their ads within research pages of specific commodities. Most of the industry’s leading firms advertise in this special publication.

UNIT RATES
(Black & White)

<table>
<thead>
<tr>
<th>Spread</th>
<th>$10,030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,010</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,200</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$3,960</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,410</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,150</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,110</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$600</td>
</tr>
</tbody>
</table>

COLOR RATES
1-color............$ 695
2-color............$ 1,335
3-4 color ........$ 1,975
Color charged per page on spreads.

PREMIUM POSITION RATES
Back Cover ......$12,250
Inside Front ....$ 7,490
Inside Back ......$ 7,875

INSERT RATES
2-page ................$7,415
Other options, call for quote.

PUBLICATION SPECIFICATIONS
Magazine size: 3-column format
Printing: Web offset, coated enamel stock
Binding: Saddle stitched
Non-bleed page size: 7" x 10"
Bleed page size: 8" x 10.75"
(keep live matter at least 0.5" in from bleed edges)
Final trim: 7.75" x 10.5"
Color: All color made from CMYK process

MATERIALS ACCEPTED
For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an emailed copy.

1/3 Page             2.12" x 10"
1/2 Page             2.12" x 3.25"
1/4 Page             4.5" x 4.87"
3/4 Page             7" x 4.87"
1/2 Island           4.5" x 7.5"
1/2 Page             4.5" x 2.5"
Find out what consumers think of organic produce with The Packer’s Organic Fresh Trends magazine. Organic Fresh Trends features an annual consumer research study on the top 10 organic commodities nationwide, including consumer attitudes about fruits and vegetables, so retailers can plan accordingly. Published annually in December.

PUBLISH DATE: 12/23/19
AD SPACE DEADLINE: 11/13/19

SUPERIOR DISTRIBUTION
Organic Fresh Trends is received by all subscribers of The Packer newspaper and select subscribers of Produce Retailer magazine. In total, Organic Fresh Trends is received by roughly 20,000 subscribers. The publication is mailed under a separate cover.

OUTSTANDING ADVERTISER VALUE
Your ads will be combined with relevant commodity content to ensure that you are seen by interested buyers. ALSO, with either a 1/2 Page or Full Page ad buy, you will receive BONUS PROMOTIONAL COPY of the equal size, written by The Packer editorial staff at no additional cost to you.

PUBLICATION SPECIFICATIONS
Magazine size: 3-column format
Printing: Web offset, coated enamel stock
Binding: Saddle stitched
Non-bleed page size: 7" x 10"
Bleed page size: 8" x 10.75"
(keep live matter at least 0.5" in from bleed edges)
Final trim: 7.75" x 10.5"
Color: All color made from CMYK process

MATERIALS ACCEPTED
For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an emailed copy.
The Produce Market Guide

An annual buyers’ guide and reference resource, The Packer’s Produce Market Guide is the most complete listing available for sources of fruits, vegetables and specialty items, highlighted in individual sections with marketing tips and handling information.

The Produce Market Guide is received by all 18,000+ Packer subscribers.

PUBLISH DATE: 10/4/19
FIRST AD SPACE DEADLINE: 4/1/19

UNIT RATES
(Black & White)

| SPREAD . . . . . . . . . | $11,010 |
| Full Page . . . . . . . | $ 5,500 |
| Island . . . . . . . . | $ 4,090 |
| 1/2 Page . . . . . . . | $ 3,380 |
| 1/3 Page . . . . . . . | $ 2,840 |
| 1/4 Page . . . . . . . | $ 2,250 |
| 1/8 Page . . . . . . . | $ 1,500 |
| 1/16 Page . . . . . . | $ 810 |

COLOR RATES
1-color . . . . . . . . . $ 695
2-color . . . . . . . . $1,335
3-4 color . . . . . $1,975

Color charged per page on spreads.

PREMIUM POSITION RATES
Back Cover . . . $14,140
Inside Front . . . $11,190
Inside Back . . . $10,030
Divider . . . . . . . . $12,985

INSERT RATES
2-page . . . . . . $7,875

Other options, call for quote.

PUBLICATION SPECIFICATIONS
Magazine size: 4-column format
Printing: Web offset, coated enamel stock
Binding: Perfect
Non-bleed: 14.5” x 10”
Bleed size: 15.5” x 10.5”

Non-bleed page size: 7” x 10”
Bleed page size: 8” x 10.75”
(keep live matter at least 0.5” in from bleed edges)
Final trim: 7.75” x 10.5”
Color: All color made from CMYK

MATERIALS ACCEPTED
For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an e-mailed copy.
2019 Organic Produce Market Guide

The annual Organic Produce Market Guide will be a sourcing book that buyers can use to find any grower or shipper of organic produce in North America. It will also feature organic produce content to help retailers market and merchandise to consumers. Also, with the purchase of any ad, you will receive company listings (company name, address, phone/fax and small logo) for up to five commodity categories.

PUBLISH DATE: 6/24/19
AD SPACE DEADLINE: 5/3/19

COLOR RATES
1-color............... $ 695
2-color............. $ 1,335
3-4 color .......... $ 1,975
Color charged per page on spreads.

PREMIUM POSITION RATES
Back Cover .......... $12,250
Inside Front ....... $10,950
Inside Back ....... $ 7,875

INSERT RATES
2-page ........... $7,490
Other options, call for quote.

PUBLICATION SPECIFICATIONS
Magazine size: 3-column format
Printing: Web offset, coated enamel stock
Binding: Perfect
Spread size: 15.5" x 10.5"
Bleed: 15.75" x 10.75"
Non-bleed page size: 7" x 10"
Bleed page size: 8" x 10.75"
(keep live matter at least 0.5" in from bleed edges)
Final trim: 7.75" x 10.5"
Color: All color made from CMYK process

MATERIALS ACCEPTED
For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Joelle Stephens at jstephens@thepacker.com for an emailed copy.

PRODUCE SALES TEAM
Gary English, genglish@thepacker.com (913) 484-4503
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Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
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Laurie Marinone, lmarinone@thepacker.com (508) 542-6750
Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Don’t miss this amazing opportunity to promote your brand to more than 83,000 readers with influence over the consumption of fruits and vegetables all while supporting the PBH goals of increasing awareness and education. It’s a win-win for everyone involved.

This unique supplement — delivered in both traditional print and leading-edge digital formats — will provide PBH with a useful tool to educate and create awareness, ultimately supporting everyone’s goal of creating more demand for fruits and vegetables. Your support is a critical aspect of the success of this initiative because each page of advertising purchased is matched with an additional page of PBH educational content. Your support will allow PBH to provide success stories, retail strategies and consumption trends, and to recognize donors.

As an advertiser, your message will be delivered in The Packer and Produce Retailer magazine to reach an exceptional audience of influential consumption advocates.

Distribution
PUBLISH DATE: 12/30/19
AD SPACE DEADLINE: 11/13/19

PRINT:
The Packer and Produce Retailer: 20,000+
PBH Retail Mailing: 1,500+
Retail Matters: 1,200

DIGITAL —
PBH Website: 535,000/Page Views/Mo
The Packer Website: 248,000/Page Views/Mo
Produce Retailer Website: 44,000/Page Views/Mo
The Packer AM eNewsletter: 75,000/Day | 375,000/Week

UNIT RATES
(all 4-color)

<table>
<thead>
<tr>
<th>Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,365</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,070</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,890</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,690</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,830</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$2,060</td>
</tr>
</tbody>
</table>

PREMIUM POSITION RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$9,480</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$9,130</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$8,740</td>
</tr>
</tbody>
</table>

In addition, 10 percent of all proceeds will be given back to PBH to support its initiatives.
A who’s who and what’s what guide to policies and procedures.

WHAT IS NEWS?
If a story affects the business decisions sellers and buyers make, or if it is of interest to the produce community at large, we consider it news. We are dedicated to getting such information to readers as soon as possible. Editors weigh a variety of factors each week in deciding not only what is news, but where stories will appear and how much space they receive in print or online. Editors also face space limitations that frequently limit what information is published. We try to make news decisions as objectively as possible, setting aside such issues as whether the news is “positive” or “negative.” While we appreciate that so many advertisers choose The Packer to carry their messages, advertising considerations do not enter into news decisions.

PICTURE THIS
The Packer will consider submitted photos, logos, labels and other graphics for publication. Electronic files are preferred for photos and logos. Resolution should be at least 200 dpi. Acceptable file formats are TIF, JPG or EPS files. Email and CDs are acceptable delivery options. Sharply focused black and white or color 5” x 7” prints, color transparencies and quality printed materials are acceptable formats. Questions? Contact Amelia Friedline at (913) 438-0632.

As with news releases, we reserve the right to determine what is acceptable for publication. Please include caption information and a contact with the submission. If requested, we will return photos and other graphics as soon as possible. Please indicate that you’d like the materials returned.

ON DEADLINES
The sooner readers or companies alert us to news, the better. To receive full consideration for each issue, news releases and letters to the editor should be received by the Monday before the publication date.

Breaking stories are assigned and developed as time permits.

Our drop-dead time for each week’s issue is 3 p.m. (Central Time) on Thursday.

Know Your Market and Shipping Profile section stories typically are assigned at least a month in advance.

For a copy of The Packer’s editorial calendar, contact Sarah Wall at (913) 438-0608 or visit www.thepacker.com.

RULES OF THE ROAD
Dozens of newsroom policies and guidelines shape each issue of The Packer. Among them, two are of particular note to readers and sources:

ERRORS: The Packer’s editors and reporters are committed to accurate, reliable reporting. Every story is checked and doublechecked by at least two editors; some by as many as four or five. Nonetheless, we know that mistakes sometimes occur. Let us know if we’ve erred, and we will set the record straight, on page A2 every week, or online if appropriate.

PRIOR REVIEW: Reporters or editors do not submit a story to sources before publication. We will review direct quotes and facts when requested. We strongly encourage sources to contact us before publication if they believe they need to clarify any points.

GETTING MATERIALS TO US
If you want to send us news about your company: E-MAIL: news@thepacker.com
MAIL: News release, Attn: The Packer, 8725 Rosehill Rd, Suite 200, Lenexa, KS 66215
OVERNIGHT DELIVERIES should be sent to: News Editor Chris Koger, 8725 Rosehill Rd, Suite 200, Lenexa, KS 66215;
PHONE: (913) 438-0783.
MEET THE PACKER

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phone: (913) 438-0781

ABOUT FARM JOURNAL MEDIA

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 141 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshows; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.
PUBLISHER’S PROTECTION CLAUSE

Rates and conditions given in this rate card are subject to change without notice. Contracts, orders or copy instructions containing conditions which conflict with the publisher’s policies will not be considered binding on the publisher. Orders containing incorrect rates will be billed at rates in force at the time. Any tax hereafter applicable to advertising will be added to the prevailing rates. The publisher reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Advertiser and advertising agency recognize and accept that the following language appears within the publication: “All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claims as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher.

Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions and facts) of advertisements printed, and also assume responsibility for any claims made against the publisher arising from or related to such advertisements. In the event that legal action or claim is made against the publisher arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify and hold harmless the publisher, and to pay any judgment, expenses and legal fees incurred by the publisher as a result of said legal action or claim.

The publisher reserves the right to reject any advertising which it feels is not in keeping with the publication’s standards. Failure by publisher to insert in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract. The publisher requires that proof of postal clearance be provided prior to publication of any advertisement containing contest copy. The word “advertisement” will be placed above or below any copy which in the publisher’s opinion resembles editorial matter. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Delinquent accounts may be subject to carrying charges for unpaid balance. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severely liable for such monies as are due and payable to the publisher. If within a 12-month period from the date of the first insertion, advertisers do not use the amount of insertions upon which their billings have been based, the rate applicable for the amount of space placed will apply retroactive to the first insertion. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate.

All invoices are net 30 days. Invoices not paid within 30 days are subject to a 1.5% per month carrying charge. No cash discounts. All rates payable in U.S. funds.

The Packer

IS A PUBLICATION OF

Farm Journal Media