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 2018 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 over 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 2018 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
SALES

GARY ENGLISH
National Sales Manager
email: genglish@thepacker.com
Phone: (913) 438-0729
Cell: (913) 484-4503

GAGE ROHWER
Midwest Account Executive
email: grohwer@thepacker.com
Phone: (913) 438-0714

JAY GUZMAN
West Coast Account Executive
email: jguzman@thepacker.com
Phone: (913) 438-0778
Cell: (913) 620-7407

ELIZABETH CHERRY
Northern & Central California Account Executive
email: echerry@thepacker.com
Phone: (310) 546-3915

LAURIE MARINONE
East Coast Account Executive
email: lmarinone@thepacker.com
Phone: (913) 438-0615
Cell: (508) 542-6750

SARAH WALL
Print Advertising Coordinator/Production Manager
email: swall@thepacker.com
Phone: (913) 438-0608

JAY GUZMAN
BRITISH COLUMBIA
ALBERTA

GAGE ROHWER
MANITOBA
ONTARIO
SASKATCHEWAN

LAURIE MARINONE
QUEBEC
NEW BRUNSWICK

ELIZABETH CHERRY
CANADA

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

PUBLISHED ANNUALLY IN MARCH

The Packer partners with several associations to produce magazines targeted to their specific needs.

PBH ANNUAL SUPPLEMENT
PBH serves the greater good of the industry by promoting the consumption of fruits and vegetables. Their mission is critical to supporting the industry’s growth. This annual supplement is provided to update the industry on PBH’s new initiatives, report on the success of their programs and educating about their value to the industry. The product is a service of The Packer, provided at no charge to PBH, and 10% of all proceeds are donated back to PBH’s general fund.

PUBLISHED ANNUALLY IN DECEMBER

TEX-MEX FRESH ANNUAL SUPPLEMENT
Tex-Mex Fresh annual supplement is published in partnership with Viva-Fresh Expo. This supplement is a great way to get more exposure for the products that are coming from Mexico and Texas. In addition, the product is featured prominently at the Viva Produce expo and offers the bonus distribution at that show, with over 18,000 recipients.

PUBLISHED ANNUALLY IN APRIL

ORGANIC FRESH TRENDS ANNUAL SUPPLEMENT
What is driving consumer purchases of organic produce? This annual supplement is your guide to consumer trends that are impacting the dramatic growth of organic produce. Geared specifically toward educating retailers, this new product is a must for advertisers who want to promote their organic lines.

PUBLISHED ANNUALLY IN DECEMBER

PRODUCE SALES TEAM
Gary English, genglish@thepacker.com (913) 438-0789
Gage Rohwer, grohwer@thepacker.com (913) 438-0714
Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Jay Guzman, jguzman@thepacker.com (913) 620-7407
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608
As North America sends more produce overseas, there is an increased need to promote what is available out of the U.S. and Canada. This guide to North American exporters will reach importers from around the world.

PUBLISHED ANNUALLY IN AUGUST

Retailers are under more and more pressure from consumers to deliver organic produce options. The Organic Produce Market Guide is a unique organic commodity reference resource and will include organic supplier listings.

PUBLISHED ANNUALLY IN JUNE

We’re changing the game in 2018

The Packer Guide 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 over 100,000 companies with over 200,000 contacts and access a full commodity database with over 300 produce listings, across multiple platforms.

Produce Market Guide
Pick the perfect apple

It remains the primary health challenge facing every feedyard: Bovine Respiratory Disease (BRD). Still the most common disease among feedyard cattle, it costs the industry between $800 and $900 million each year in reduced feed efficiency, treatment costs and deaths. Preventing those losses requires timely, accurate diagnosis, but that is a challenge of its own. “Unfortunately, current diagnostic methods to identify feedlot cattle affected with BRD are not always accurate,” according to a recent paper in the Journal of Veterinary Internal Medicine. “Indeed, these methods, based on visual inspection...”
GROSS COLOR RATES
1-color . . . $695   2-color . . . $1,335   3-4 color . . . $1,975
Process color or spot color from process

6-Column Format
1 col ...1.52”   2 col ...3.22”   3 col ...4.91”   4 col ...6.61”   5 col ...8.3”   6 col ...10”

The Packer INSERTS

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

Maximum folded size of insert (flat or folded): 9.5” x 11”
Ship inserts directly to:
The Sedalia Democrat, 307 S. Henry Holtzclaw,
700 S. Massachusetts Ave., Sedalia, MO 65301.
Deadline for inserts is two weeks prior to date of issue.
Please send a PDF insert by close date of issue to
Lori Oehme at loehme@farmjournal.com.

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Laurie Marinone, lmarinone@thepacker.com (913) 438-0608

1x
4 Page $12,485
2 Page $7,785
Belly Band $7,795
Post It Note $11,250

Page 1 Banner* (10 x 17 5/8)
$7,260   $6,850   $6,595   $6,325   $6,130   $5,915   $5,780   $5,605   $5,435   $5,290

*Prices include 4-color
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### 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 set up PDF/X-1A will have all the fonts and images embedded and use CMYK color space (required for 4-color printing).

Staff are available to answer your questions, and further information is available online. CONTACT LORI OEHME AT (847) 232-8727, loehme@thepacker.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

PLEASE SEND ALL AD MATERIALS TO:
Sarah Wall
swall@thepacker.com
(913) 438-0608

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 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. 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 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 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.

PRODUCE SALES TEAM
Gory English, genglish@thepacker.com (913) 438-0789
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Jay Gorman, jgorman@thepacker.com (913) 620-7407
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608
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**EDITORIAL CALENDAR**

- **January 1:** Special Section Deadline: 12/18/2018
  - Apple Marketing
- **January 8:** Special Section Deadline: 12/25/2018
  - Organic Produce
  - Imported Melons
- **January 15:** Special Section Deadline: 12/29/2018
  - Food Safety/Traceability
  - Sustainability/Going Green
- **January 22:** Special Section Deadline: 1/8/2018
  - Chilean Grapes
  - Citrus Marketing
  - Texas KYM
  - Global Organic Produce Expo Distribution
- **January 29:** Special Section Deadline: 1/15/2018
  - California Asparagus
  - Mushroom Marketing
  - Fruit Logistica Convention Distribution
- **February 5:** Special Section Deadline: 1/22/2018
  - Ontario Greenhouse
  - Pineapple Marketing
- **February 12:** Special Section Deadline: 1/29/2018
  - Southern California Strawberries
  - Nuts, Dates & Dried Fruit
- **February 19:** Special Section Deadline: 2/5/2018
  - Texas Onion
  - Michigan and California Apples
  - Floral Retailer Supplement (Deadline 1/16/18)
  - Pre-Southeast Produce Council
  - Toronto KYM
- **February 26:** Special Section Deadline: 2/12/2018
  - Texas Onion
  - Southeast Berries
  - Mexican Mangoes
  - SEPC Distribution
- **March 5:** Special Section Deadline: 2/19/2018
  - California Carrots
  - Potatoes Marketing
  - West Mexico Spring Produce
- **March 12:** Special Section Deadline: 2/26/2018
  - Floral Retailer Supplement (Deadline 2/12/18)
  - California Spring Vegetables
  - Florida Spring Produce
  - Sweet Potato Marketing

**DIRECTORY CALENDAR**

- **January 1:** Special Section Deadline: 12/18/2018
  - Apple Marketing
- **January 8:** Special Section Deadline: 12/25/2018
  - Organic Produce
  - Imported Melons
- **January 15:** Special Section Deadline: 12/29/2018
  - Food Safety/Traceability
  - Sustainability/Going Green
- **January 22:** Special Section Deadline: 1/8/2018
  - Chilean Grapes
  - Citrus Marketing
  - Texas KYM
  - Global Organic Produce Expo Distribution
- **January 29:** Special Section Deadline: 1/15/2018
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  - Mushroom Marketing
  - Fruit Logistica Convention Distribution
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  - Ontario Greenhouse
  - Pineapple Marketing
- **February 12:** Special Section Deadline: 1/29/2018
  - Southern California Strawberries
  - Nuts, Dates & Dried Fruit
- **February 19:** Special Section Deadline: 2/5/2018
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  - Michigan and California Apples
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- **February 26:** Special Section Deadline: 2/12/2018
  - Texas Onion
  - Southeast Berries
  - Mexican Mangoes
  - SEPC Distribution
- **March 5:** Special Section Deadline: 2/19/2018
  - California Carrots
  - Potatoes Marketing
  - West Mexico Spring Produce
- **March 12:** Special Section Deadline: 2/26/2018
  - Floral Retailer Supplement (Deadline 2/12/18)
  - California Spring Vegetables
  - Florida Spring Produce
  - Sweet Potato Marketing
**EDITORIAL CALENDAR**

**March 19**
ROP Deadline: March 9

- Special Section Deadline: 3/5/2018
  - Brussels Sprout Marketing
  - Florida Peach Marketing
  - Kale Marketing
  - Fresh Cut/Value-Added/Prepared Meals
  - Agri-Business & Food Marketing Education
  - Pre-Viva Fresh Expo

**March 26**
ROP Deadline: March 16

- Special Section Deadline: 3/12/2018
  - Banana Marketing
  - Sweet Corn Marketing
  - Food Safety/Traceability
  - California Avocado (Metro)
  - North American Ports

- Fresh Trends Magazine (Deadline: 2/20/18)

**April 2**
ROP Deadline: March 23

- Special Section Deadline: 3/19/2018
  - California Strawberries Tabloid (Deadline 3/5/18)
  - Tex-Mex Fresh Connections (Deadline 2/23/18)
  - Mango Marketing
  - Vidalia Onions
  - Texas Spring Produce
  - Greenhouse Marketing
  - Pre-CPMA

- Viva Fresh Distribution

**April 9**
ROP Deadline: March 30

- Special Section Deadline: 3/26/2018
  - Hispanic Produce
  - Asparagus Marketing
  - Marketing to Kids (Spring)
  - Santa Maria Produce

**April 16**
ROP Deadline: April 6

- Special Section Deadline: 4/2/2018
  - Women in Produce Tabloid (Deadline 3/19/18)
  - Floral Retailer Supplement (Deadline 3/19/18)
  - California Cherries
  - Transportation
  - Melon Marketing
  - Boston KYM
  - Lemon/Lime Marketing

**April 23**
ROP Deadline: April 13

- Special Section Deadline: 4/9/2018
  - Mexican Grapes Tabloid (Deadline 3/26/18)
  - Salinas Valley Produce
  - Tropical Fruit Marketing
  - Kern County Produce

- CPMA Distribution

**April 30**
ROP Deadline: April 20

- Special Section Deadline: 4/16/2018
  - California Summer Fruit (Metro) (Deadline 4/2/18)
  - Cold Storage/Cold Chain
  - Organic Produce
  - Desert Produce

**May 7**
ROP Deadline: April 27

- Special Section Deadline: 4/23/2018
  - Berries Marketing
  - South African Citrus

- Floral Retailer Supplement (Deadline 4/9/18)

- West Coast Produce Expo Distribution

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**DIRECTORY CALENDAR**

- NC Sweet Potato
- Mexican Melons
- Mangos
- Southern Sweet Potato

- California Sweet Potatoes
- California Strawberries
- Vidalia Onions

- Desert Melons
- California Cherries

- Salinas Valley Vegetables
- Mexican Grapes

- Texas Spring Produce
- California Apricots
- Florida Tomatoes

- California Summer Fruit
- National Mushroom
- Organic Produce
- Desert Grape

- East Coast Watermelon
- Georgia Produce
- National Blueberry

- California Bell Peppers
- California Onion

---

**Fresh Trends Magazine (Deadline: 2/20/18)**
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Georgia Produce  
Onion Marketing  
Seeds of Change  
Juice/Cider/Beverage Marketing | California Summer Tomatoes  
Northwest Cherries  
Figs |
| May 21     | Special Section Deadline: 5/7/2018  
Pepper Marketing  
Arkansas Produce  
Chilean Clementines  
Carolina Produce  
California/Baja Tomatoes | California Summer Fruit 2nd Run  
Software Sources  
New Jersey Produce |
| May 28     | Special Section Deadline: 5/14/2018  
Northwest Cherries Tabloid (Deadline 4/30/18)  
New York KYM  
Florida Avocado  
New Mexico Onions | Ohio Vegetables  
Michigan Produce |
| June 4     | Special Section Deadline: 5/21/2018  
California Onions  
Ohio Vegetables  
Peruvian Avocado  
Summer Citrus  
New Jersey Produce | Greenhouse  
Westside Melons |
| June 11    | Special Section Deadline: 5/28/2018  
Michigan Produce  
Ontario Field Produce  
Peruvian Citrus  
Westside California Melons  
Processing Packaging Technology  
Pre-United Fresh Convention | National Fresh Garlic  
Herbs & Specialities |
| June 18    | Special Section Deadline: 6/4/2018  
Greens Marketing  
Mid-Atlantic Produce  
New Zealand Fruit  
Specialties Marketing  
Summer Berries | Arvin Grapes  
New Jersey Blueberries  
Quebec Produce |
| June 25    | Special Section Deadline: 6/11/2018  
Floral Retailer Supplement (Deadline 5/28/18)  
Food Safety/Traceability  
Pre-Organic Trade Summit Convention  
Quebec Produce  
Northwest Produce  
United Fresh Distribution | California Pears  
South Carolina Peaches  
Summer Transportation |
| July 2     | Special Section Deadline: 6/18/2018  
California Grape Tabloid (Deadline 6/4/18)  
California Pears  
Fig Marketing  
Chili Pepper Marketing  
Atlanta KYM | California Peppers  
Gala Apples  
Del Mar Watermelon  
Washington & Oregon Potatoes |
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<td>Washington/Oregon Potatoes</td>
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<td><strong>Organic Produce Summit Distribution</strong></td>
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<td>July 23</td>
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<td>July 13</td>
<td>Granny Smith Apples</td>
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<td>July 20</td>
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<tr>
<td>August 6</td>
<td>7/23/2018</td>
<td>July 27</td>
<td>National Mushrooms</td>
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<td>Organic Produce</td>
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<td>Peruvian Asparagus</td>
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<tr>
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<td>7/30/2018</td>
<td>Aug. 3</td>
<td>Greenhouse</td>
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<td>Idaho/E Oregon Onions</td>
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<td>August 20</td>
<td>8/6/2018</td>
<td>Aug. 10</td>
<td>Eastern Apples</td>
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<td>Aug. 17</td>
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<td></td>
<td></td>
<td></td>
<td>Persimmons &amp; Pomegranates*</td>
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*Goes in California Fall Fruits Tabloid Deadline 7/30/18
<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline(s)</th>
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<tr>
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<td>Aug. 24</td>
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<td>San Luis Potatoes</td>
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<td></td>
<td></td>
<td>Juices, Ciders &amp; Beverages</td>
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<td>Mexican Greenhouse Produce</td>
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<td>Pomegranates Marketing</td>
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<td>Cranberries Marketing</td>
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<td>St. Louis KYM</td>
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<td>Special Section Deadline: 9/10/2018</td>
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<td>Montreal KYM</td>
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<td>Kiwi Fruit Marketing</td>
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<td>Northern California KYM</td>
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<td></td>
<td></td>
<td>Nuts, Dates &amp; Dried Fruit</td>
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<td>October 1</td>
<td>Sep. 21</td>
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<td>Pre-PMA Convention</td>
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<td><strong>Milestones in Produce Tabloid (Deadline 9/10/18)</strong></td>
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<td>Banana Marketing</td>
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<td>October 15</td>
<td>Oct. 4</td>
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<td><strong>The Packer 25 Tabloid (Deadline 9/17/18)</strong></td>
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<td>California/Arizona Citrus</td>
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<td><strong>Florida Fall Produce</strong></td>
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<td>October 29</td>
<td>10/15/2018</td>
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<td>Peak Promotions: Holiday Season Marketing</td>
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<td>Post-PMA Coverage</td>
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<td>Post-PMA Coverage</td>
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<td>California Winter Desert Vegetables</td>
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<td>Potato &amp; Onion Marketing</td>
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<td>Connecticut KYM</td>
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<td>Texas Citrus</td>
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<td>November 19</td>
<td>11/5/2018</td>
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<td>Indianopolis KYM</td>
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<td>Chilean Produce</td>
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<td>Tex-Mex Winter Produce</td>
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<td>November 26</td>
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<td>West Mexico Winter Produce Tabloid</td>
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<td>(Deadline 10/26/18)</td>
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<td>Florida Tomatoes</td>
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<td></td>
<td>North American Ports</td>
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<td>December 10</td>
<td>11/26/2018</td>
<td>Nov. 30</td>
</tr>
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<td></td>
<td>Chicago KYM</td>
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<td>Peak Promotions: Super Bowl Marketing</td>
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<td>Potato Marketing</td>
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<td>Pallets &amp; Returnable Containers</td>
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<tr>
<td>December 17</td>
<td>12/3/2018</td>
<td>Dec. 7</td>
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<tr>
<td></td>
<td>Floral Retailer Supplement</td>
<td>(Deadline 11/14/18)</td>
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<td>Central American/Caribbean Produce</td>
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<td>Western Greenhouse Produce</td>
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<td>December 24</td>
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<td>Dec. 14</td>
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<td>December 31</td>
<td>12/17/2018</td>
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<td></td>
<td>Year in Produce</td>
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<td>Milwaukee KYM</td>
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<td>Healthy Lifestyle Marketing</td>
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<td>Produce For Better Health (Deadline: 11/15/18)</td>
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</table>

**CALENDAR**
- Special Section Deadline: 10/15/2018
- Packaged Salad Marketing Profile
- Chilean Blueberries
- Peak Promotions: Holiday Season Marketing
- Post-PMA Coverage
- Special Section Deadline: 10/22/2018
- Cold Storage
- Florida Fall Produce
- Mexican Avocados
- Organic Produce
- Maine Potatoes
- Special Section Deadline: 10/29/2018
- California Winter Desert Vegetables
- Potato & Onion Marketing
- Connecticut KYM
- Texas Citrus
- Special Section Deadline: 11/5/2018
- Indianapolis KYM
- Florida Citrus
- Chilean Produce
- Tex-Mex Winter Produce
- Special Section Deadline: 11/12/2018
- West Mexico Winter Produce Tabloid
  (Deadline 10/26/18)
- Pre-New York Produce Show Convention
- Packagia update
- Special Section Deadline: 11/19/2018
- Ethnic Marketing
- Florida Tomatoes
- North American Ports
- Special Section Deadline: 11/26/2018
- Chicago KYM
- Peak Promotions: Super Bowl Marketing
- Potato Marketing
- Pallets & Returnable Containers
- Special Section Deadline: 12/3/2018
- Floral Retailer Supplement
  (Deadline 11/14/18)
- Central American/Caribbean Produce
- Western Greenhouse Produce
- Special Section Deadline: 12/10/2018
- Florida Strawberries
- Organic Fresh Trends Annual Magazine
  (Deadline: 11/3/18)
- Special Section Deadline: 12/17/2018
- Year in Produce
- Milwaukee KYM
- Healthy Lifestyle Marketing
- Produce For Better Health (Deadline: 11/15/18)
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 OUR 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>
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<tr>
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<td>2.37&quot;w × 3.75&quot;h</td>
<td>$660</td>
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<tr>
<td>2-Box Vertical</td>
<td>2.37&quot;w × 7.75&quot;h</td>
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<tr>
<td>2-Box Horizontal</td>
<td>4.75&quot;w × 3.75&quot;h</td>
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<tr>
<td>4-Box Square</td>
<td>4.75&quot;w × 7.75&quot;h</td>
<td>$2,300</td>
</tr>
</tbody>
</table>
NEW AND IMPROVED CLASSIFIED 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-commisionable and are billed at the gross rate.*

**Contact Sarah Wall at:**
(913) 438-0608 or email swall@thepacker.com

---

**4 great packages to choose from!**

**1x3***

$330.00
FOR TWO CONSECUTIVE WEEKS

*actual size of ad is 1.52" x 3"

---

**2x2.5***

$455.00
FOR TWO CONSECUTIVE WEEKS

*actual size of ad is 3.2" x 3"

---

**3x4.5***

$1,210.00
FOR TWO CONSECUTIVE WEEKS

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

*actual size of ad is 4.91" x 4.5"

---

**2x4.5***

$705.00
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 Classified for two consecutive weeks.
- Full color to be included in the display ad.
- 60-day posting on ThePacker.com/jobs
- Feature employer on The Packer Employment Newsletter

Open Rate: $2,220  
Discount Rate: $1,445

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

Open Rate: $1,210  
Discount Rate: $910

### GOOD PACKAGE: 15% DISCOUNT
- 1x3 column-inch in The Packer Classifieds for two consecutive weeks
- 30-day posting on ThePacker.com/jobs

Open Rate: $760  
Discount Rate: $640

## ONLINE-ONLY POSTING

### ONE-TIME POSTING OPTIONS
- 30-day posting: $255
- 60-day posting: $355

FOR MORE INFORMATION, CONTACT BRANDI CORNETT AT bcornett@thepacker.com

## BULK POSTING OPTIONS

### 3-POST PACK
- 3 TO 30 DAY JOB POSTINGS
  - $605.00

### 5-POST PACK
- 5 TO 30 DAY JOB POSTINGS
  - $985.00

### 10-POST PACK
- 10 TO 30 DAY JOB POSTINGS
  - PLUS RECEIVE TWO SPONSORSHIP SPOTS IN THE EMPLOYMENT EMAIL BLAST
  - $1,920.00

365 days to use all purchased job postings
## Make Your Advertising Message a Front-Page Headline

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.

Notes: 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 a variety of sizes, but remains the most visible ad available. The Spadia includes either a half- 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.
- **Full Spadia:** This unit is a traditional full-page that folds in half and wraps around the front page of The Packer. Your advertising message includes the front and the back of the Spadia.

## SPADIA & A1 WRAP 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 18.0”  
back side of flap is 5” x 21.5” |
| Full-Page Spadia | $21,000 | front side of flap is 5.0” x 18.0” 
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 18.0”  
inside of wrap is 10” x 21.5”  
back of wrap is 10” x 21.5” |
Front-page Advertising

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 full-process color.

ACTUAL SIZE:
10” x 1.75”
18,000+
DISTRIBUTION

Banner Ad

Front Cover Post-It-Style Labels

Receive front-page impact from your advertising investment.

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

The 3” x 3” sticky notes are placed in the highly visible top left cover 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
• Repositionable adhesive
• Top left front cover position

AVAILABLE SPECIAL FEATURES
(quoted by request)

• Custom shapes
• Actual printed, peel-off Post It
• Scratch-off
• Consecutive numbers
• Tear-off coupons
• Membership cards
• 4 panels
• 8 panels
• Backside printing
• Barcoding

SPECIAL FEATURES RATES

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<thead>
<tr>
<th>Inserts</th>
<th>4 Page</th>
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</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$7,785.00</td>
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</tr>
<tr>
<td>Belly Band</td>
<td>$7,795.00</td>
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</tr>
<tr>
<td>Post It Note</td>
<td>$11,250.00</td>
<td></td>
</tr>
</tbody>
</table>

PRODUCE SALES TEAM

Gary English, genglish@thepacker.com (913) 438-0789
Gage Rohwer, grohwer@thepacker.com (913) 438-0714

Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Jay Guzman, jguzman@thepacker.com (913) 620-7407
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608
Fresh Trends
What do consumers think about produce? It's in Fresh Trends, the 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.

DEADLINE: 2/20/18
PUBLISHES: 3/30/18

UNIQUE AND INFORMATIVE CONTENT
For over 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>Unit</th>
<th>Rate</th>
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</thead>
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<tr>
<td>SPREAD</td>
<td>$9,930</td>
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<tr>
<td>Full Page</td>
<td>$4,960</td>
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<tr>
<td>2/3 Page</td>
<td>$4,160</td>
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<tr>
<td>1/2 Island</td>
<td>$3,920</td>
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<tr>
<td>1/2 Page</td>
<td>$3,375</td>
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<tr>
<td>1/3 Page</td>
<td>$2,130</td>
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<td>$1,101</td>
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<tr>
<td>1/12 Page</td>
<td>$595</td>
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</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  $12,130
Inside Front . $7,415
Inside Back $ 7,795

INSERT RATES
2 page............. $7,340
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

MATERIALS ACCEPTED
For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Sarah Wall at swall@thepacker.com for an e-mailed copy.

PRODUCE SALES TEAM
Gary English, genglish@thepacker.com (913) 438-0789
Gage Rohwer, grohwer@thepacker.com (913) 438-0714
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608

Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Joy Guzman, jguzman@thepacker.com (913) 620-7407
Find out what consumers think of organic produce with The Packer’s Fresh Trends. 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: 12/24/18
AD SPACE DEADLINE: 11/19/18

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 insure 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.

UNIT RATES
(Black & White)

<table>
<thead>
<tr>
<th>Layout</th>
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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 ... $12,130
Inside Front .... $7,415
Inside Back ... $7,795

INSERT RATES
2 page............. $7,340
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

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

PRODUCE SALES TEAM
Gary English, genglish@thepacker.com (913) 438-0789
Gage Rohwer, grohwer@thepacker.com (913) 438-0714
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608
Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Joy Guzman, jguzman@thepacker.com (913) 620-7407

Farm Journal Media
thepacker.com
An annual buyers’ guide and reference resource, The 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.

FIRST DEADLINE: 6/15/18
PUBLISH DATE: 9/10/18

UNIT RATES
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<td>1/16 Page</td>
<td>$800</td>
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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 . . . $14,000
Inside Front . . . $11,080
Inside Back . . . $9,930
Divider . . . . . $12,855

INSERT RATES

2 page............ $7,795

Other options, call for quote.

PUBLICATION SPECIFICATIONS

Magazine size: 4-column format
Printing: Web offset, coated enamel stock
Binding: Perfect
Spread Size: 15.5” x 10.5”
Bleed size: 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

MATERIALS ACCEPTED

For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or contact Sarah Wall at swall@thepacker.com for an e-mailed copy.
2018 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 5 commodity categories.

PUBLISH DATE: June 29, 2018
AD SPACE RESERVATION DEADLINE: May 4, 2018

UNIT RATES
(Black & White)

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</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 . . $12,130
Inside Front . $10,845
Inside Back . . $7,795

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: Perfect
Spread size: 15.5"x10.5"
Bleed: 15.75"x10.75"
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

MATERIALS ACCEPTED

Submit ad materials to Sarah Wall

PRODUCE SALES TEAM

Gary English, genglish@thepacker.com (913) 438-0789
Gage Rohwer, grohwer@thepacker.com (913) 438-0714
Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Joy Gezman, jgezman@thepacker.com (913) 620-7407
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608
Promote your brand to over 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
PRINT -
The Packer & Produce Retailer: 20,000+
PBH Retail Mailing: 1,500+
2018 CPMA & PMA: 2,000
Retail Matters: 1,200
DIGITAL -
PBH Website: 535,000/Page Views/Mo
The Packer Website: 210,000/Page Views/Mo
Produce Retailer Website: 33,000/Page Views/Mo
The Packer AM eNewsletter: 95,000/Day | 475,000/Week

In addition, 10% of all proceeds will be given back to PBH to support its initiatives.

UNIT RATES
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<td>1/2 Page</td>
<td>$4,840</td>
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<td>1/3 Page</td>
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<td>1/4 Page</td>
<td>$2,800</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$2,040</td>
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</tbody>
</table>

PREMIUM POSITION RATES

Back Cover . . . $9,385
Inside Front . . . $9,040
Inside Back . . . $8,655

For digital magazine specifications and approved file formats, see The Packer Online at www.thepacker.com or call Sarah Wall at (913) 438-0608 or email swallow@farmjournal.com for a copy.

PUBLICATION SPECIFICATIONS

Magazine size: 3-column format
Printing: Web offset, enamel stock
Binding: Saddle stitched
Non-bleed page size: 7” x 9.5”
Bleed page size: 8.125” x 10.25”
(keep live matter at least 0.5” in from bleed edges)
Final trim: 7.87” x 10”
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 call Sarah Wall at (913) 438-0608 or email swallow@farmjournal.com for a copy.

PRODUCE SALES TEAM

Gary Englisch, genglisch@thepacker.com (913) 438-0789
Gage Rohwer, grhower@thepacker.com (913) 438-0714
Laurie Marinone, lmarinone@thepacker.com (913) 438-0608

Elizabeth Cherry, echerry@thepacker.com (310) 546-3815
Joy Gezman, jgezman@thepacker.com (913) 620-7407
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 at all. 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 Managing Editor Fred Wilkinson at (913) 438-0765.

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 do 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.

OUR EDITORIAL MISSION
The Packer serves the vertical produce industry through coverage of the marketing of and the marketplace for domestic and international produce.
The Packer’s mission is to continue to be the authoritative publication for the produce industry and to be the leading source of comprehensive, objective and accurate information relating to fresh produce marketing.

KEY NEWSROOM CONTACTS
GENERAL NEWS:
For questions about news releases or story assignment, to pass along a story tip or to report an error in a story, contact News Editor Chris Koger at (913) 438-0783.

ENTERPRISE NEWS SECTIONS:
For questions about story assignments for our Know Your Market and Shipping Profile sections, contact Sections Editor Daniel Vanderhorst at (913) 438-0767.

ANNUAL MAGAZINE EDITIONS:
For questions or comments about The Produce Market Guide or Fresh Trends, contact Editor Greg Johnson at (913) 438-0784.

PHOTOS AND GRAPHICS:
For technical or content questions, call Managing Editor Greg Johnson at (913) 438-0784.

STORY/PHOTO REPRINTS:
For questions or comments about the overall publication, or to address an unresolved concern, contact Editor Greg Johnson at (913) 438-0784.

GETTING MATERIALS TO US
If you want to send us news about your company:  FAX: News Release, The Packer, at (913) 438-0691  E-MAIL: news@thepacker.com
OVERNIGHT DELIVERIES should be sent to: News Editor Chris Koger, 8725 Rosehill Rd, Suite 200, Lenexa, KS 66215; phone: (913) 438-0783.
GREG JOHNSON
EDITOR
email: gjohnson@thepacker.com
phone: (913) 438-0784
twitter: www.twitter.com/gregofthepacker

PAMELA Riemenschneider
EDITOR, Produce Retailer
RETAIL EDITOR, The Packer
email: pamelar@thepacker.com
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web: www.tinyurl.com/prodmerch
twitter: www.twitter.com/pamelawr

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email: afreidline@thepacker.com
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twitter: www.twitter.com/ckoger1

ASHLEY NICKLE
STAFF WRITIER
email: anickle@thepacker.com
phone: (913) 438-0781

MEET THE PACKER
EDITORIAL
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.