



2020 Digital Media Kit

The Packer ^{PRODUCE} Retailer

www.thepacker.com | produceretailer.com

Web Ads

THEPACKER.COM

The most-trusted news in produce also boasts the most widely read news site in the produce industry. **ThePacker.com** consistently holds the majority of audience market share, with a steady lead above the competition.

ThePacker.com offers:

- The latest industry news, including crops and markets; handling and distribution; retail and food service; event and expo news
- Video insight of the latest stories from our expert editorial team
- News coverage and information on more than 80 commodities
- Weekly stories about crops, sourced from growers and shippers
- Profiles of industry leaders
- Digital archives dating back to 1992
- Blogs from produce insiders Armand Lobato, The Packer's own industry expert Tom Karst, and other industry influencers

We hold ourselves accountable to delivering your advertisement. When advertising with ThePacker.com, you can trust your display ads will be seen by an engaged audience.

The Packer		
Position	Rate	
Takeover	\$500	CPM
Leaderboard	\$300	CPM
Rectangle	\$150	CPM
Tower	\$120	CPM
Content	\$150	CPM
Half Page	Ask for pricing	
Catfish	Ask for pricing	
Outstream Video	Ask for pricing	

The screenshot shows the homepage of ThePacker.com with several ad placements. At the top is a green navigation bar. Below it is a large 'Leaderboard' ad. To the right of the leaderboard is a 'Rectangle' ad. Below the leaderboard is a 'Marketing to kids creates lifelong produce fans' article. To the right of the article is a 'Trending in The Packer' section. Below the article is a 'Rectangle' ad. To the right of the article is a 'Tower' ad. Below the article is a 'Content Ad Image'.

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Web Ads

PRODUCERETAILER.COM

Need to reach retailers? ProduceRetailer.com is the only publication specifically serving the retail grocery industry's produce executives and buyers.

ProduceRetailer.com **offers:**

- Up-to-date information about selling and merchandising fresh fruits and vegetables in consumer spaces
- Timely stories about retailer and consumer trends for the profitable operation of produce departments

The overall impact is an unmatched advertising opportunity to reach the most engaged produce retailers in the industry.

ProduceRetailer.com		
Position	Rate	
Leaderboard	\$150	CPM
Rectangle	\$120	CPM
Half Page	\$320	CPM

** Gross Pricing

BrightFarms delivers greenhouse tours with in-store virtual reality

Banner

Aug 10, 2018 (Photos courtesy BrightFarms)

by Ashley Nickle

Rectangle

Now through the end of the year, BrightFarms will set up retail displays during weekends at which shoppers can take a virtual tour of operations and taste the product.

"Shoppers are immediately drawn to the display, with a backdrop that shows off the inside of our greenhouse," said vice president of marketing Abby Price. "The design is meant to let visitors, as if you are about to step into our world before you get the VR headset on, see also provide shoppers with the full tour experience, including free samples of our greens. Shoppers can watch the greens being harvested by one of our growers and then taste the freshness and flavor of our

INSIGHTS • LIFESTYLE • RESOURCES • STAFF • NEWSLETTERS • MAGAZINE

TRENDS

LATEST

Six ways to address food waste

What's your food waste plan of action?

Leaderboard

ARTICLES

Salad stats

TRY CROSS-MERCHANDISING MANGOES TO BOOST SALES

FRESH TRENDS FOCUS: PACKAGED SALAD

Rectangle

POPULAR TAGS

blog | produce retailer tv | e-commerce | news makers | retail news | pamela's kitchen | amazon buys whole foods | store check, justice | amazon | tropic | organic | PB blog | trend spotter | well-meat | display photos | full

10-Minute Merchandiser

10-Minute Merchandiser: FIVE TIPS FOR SPRING TRAINING

SEE HOW MUCH SALES UNITS JUMPED WITH THIS PROMOTION

food WASTE

SIX WAYS TO ADDRESS FOOD WASTE

Leaderboard

Web Ads

AD UNITS

The Packer's design team is available to work with you to build the creative for your ad to ensure it is effective and impressive.

Takeover Ads: A high impact unit the reader must close to access content, takeover ads make our real estate yours. To prevent audience fatigue, we offer a limited quantity.

Leaderboard: The widest banner on ThePacker.com and ProduceRetailer.com, the leaderboard is below our top story to maximize viewability and make sure it is seen by the reader. It also appears mid-page and on the footer. This unit sells out quickly.

Rectangle: This versatile ad runs in multiple places on all pages, making it a great choice for brand recognition.

Tower: Don't let the audience scroll right by — follow them down the page. This longer form ad lets you play with design and stay in front of the reader longer.

Content: Content ads seamlessly integrate with the editorial content, while clearly marked as an advertisement. Pair it with sponsored content from a leader in your company and position yourself as an industry expert.

Half Page: For the impression volume of the rectangle and the visual staying power of the tower — you need a half page ad. Spread out and let your message take the space to make a big statement.

Catfish: The Catfish/Always On unit is, by design, a highly-viewable unit because it affixes to the footer of the browser and remains in a static location within the browser even when scrolling occurs. It predominantly appears on the selected site homepage and can be static, animated or contain video.

Outstream Video: As readers scan our articles, these video ads appear within the stream of content. If the scrolling stops, the ad continues. If the readers move past the video ad, the ad ceases. The video can be a standard HD video or a 360-video.

Position	Size	File Type	Max File Size	Notes
Takeover	640x480	png, jpeg or gif	40kb or less (include link URLs)	
Leaderboard	728/970x90	png, jpeg or gif	40kb or less (include link URLs)	
Rectangle	300x250	png, jpeg or gif	40kb or less (include link URLs)	
Tower	160x600	png, jpeg or gif	40kb or less (include link URLs)	
Content	100x100 (plus text)	png, jpeg or gif	40kb or less (include link URLs)	
Half Page	300x600	png, jpeg or gif	40kb or less (include link URLs)	
Catfish	728x90 creative includes 1-px border			animation: 30 secs or less only may run 1 at a given time/location
Outstream Video	640x360	MOV, MP4, 3gp, F4V, FLV, VAST	10 mb or less (5 mb recom.)	360-videos must be in equirectangular (paranomic) format

Web Ads

Produce Programmatic
(Audience Extension)

Powered by Farm Journal data, our Produce Programmatic offering is incredibly targetable. Reach your audience as they travel the internet — your ad will show up on the sites they visit. Target more than 90,000 produce professionals by industry, job title and geographic location, as well as commodity association.

What is it? Audience extension targets members of our database with ads as they browse popular websites and mobile apps.

- Powered by our data, not guesses
- 100,000 targetable industry members — including retailers, buyers and brokers
- Offering display, mobile, pre-roll and eNewsletter placements
- Purchased and managed through our digital team
- Also available as a Private MarketPlace (PMP) offering

The Packer's design team is available to work with you to build the creative for your ad to ensure it is effective and impressive.

AD SPECS:

Any combination of 300x250, 320x50, 970/728x90, 160x600, 300x600 in PNG, JPG, or animated GIF, 40kb or less with a functional URL for link.

Popular List Categories:

List sizes vary due to continuous maintenance and verification of dataset. Contact your representative for the latest audience numbers.

RETAILERS: 28,439

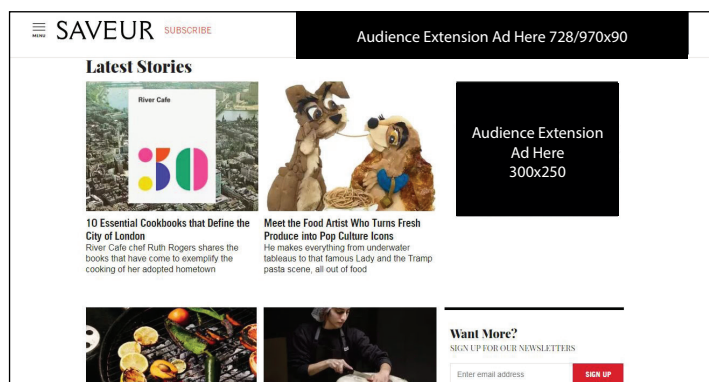
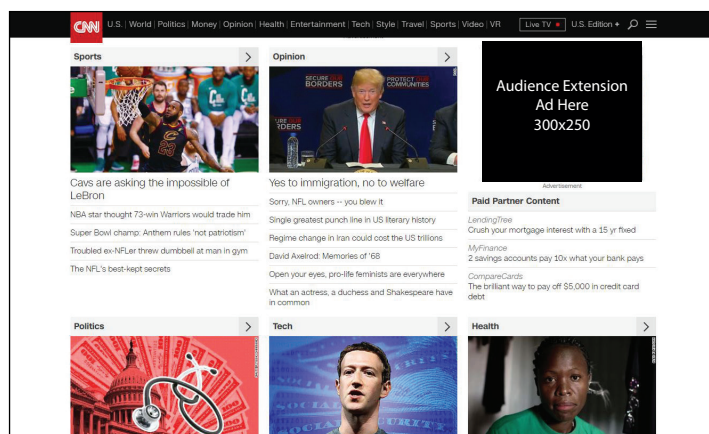
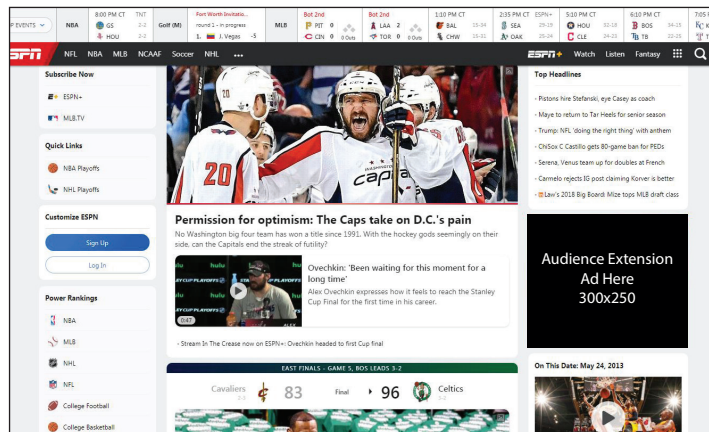
GROWERS/PACKERS/SHIPPERS: 35,678

FOOD SERVICE: 1,237

WHOLESALE: 5,242

CONTACT YOUR SALES REP FOR OTHER
AVAILABLE CATEGORIES

Media	Note	Inventory in Impressions
Display	Access to nonmobile websites	400,000 month
Mobile	Access to mobile web (Apps and Mobile sites)	250,000 month
eNews	eNewsletters	55,000 month



Web Ads Produce Programmatic

Position	Rate	
Display	\$60	CPM
Mobile	\$60	CPM
eNewsletter	\$90	CPM
Native Ads	\$90	CPM
**Gross Pricing		

eNewsletters

The Packer A.M. and P.M. eNewsletters

The Packer A.M. and P.M. eNewsletters consistently put your message in front of industry professionals. These eNewsletters offer the same top-notch news and editorial content the produce industry knows and respects from The Packer, but more often.

Top stories and headlines from the day are condensed in an easy-to-read format. These newsletters are designed for progressive produce industry professionals who need to know NOW.

Our large database of readers represents every role in the produce supply chain. Advertising in The Packer A.M. or The Packer P.M. means reaching a wide, engaged cross-section of the produce industry.

DISTRIBUTION:

The Packer A.M.: 71,500 The Packer P.M.: 68,000

List size fluctuates due to maintenance retaining only engaged readers.

FREQUENCY:

The Packer A.M.: Once Daily The Packer P.M.: Once Daily

AD SPECS:

Static JPG, GIF or animated GIF only.

One target URL must be active at time of submission.

Accepted file size is 150K.

Animated GIFs are not supported by all email providers.

Content Ad size is 100x100, for graphic only, and will include up to 50 words of copy and a seven-word headline. URL in text.

AD CREATION:

The Packer can create basic GIFs or JPGs for The Packer A.M. and The Packer P.M. advertisers. Contact your Packer representative for more information.

Packer A.M. & P.M. eNewsletters				
Position	1x	13x	26x	52x
Top Banner	\$3,830	\$3,350	\$3,155	\$2,680
Premium Medium Rectangle	\$3,500	\$3,060	\$2,855	\$2,450
Premium Content Ad	\$3,500	\$3,060	\$2,855	\$2,450
Standard Rectangle	\$3,250	\$2,845	\$2,650	\$2,275
Standard Content Ad	\$3,250	\$2,845	\$2,650	\$2,275
Lower Banner	\$2,020	\$1,770	\$1,670	\$1,415
*Gross Pricing				

*Gross Pricing

The Packer a.m.

Leaderboard
728X90

Martinez Fresh pays PACA debt
Martinez Fresh Produce LLC has satisfied a PACA
reparation order.

Premium
Rectangle
300x250

Content
Ad
Image

Premium Content
100 Character Text

Aldi aims for 2,500 stores
Aldi has committed to spend \$3.4 billion to increase its
U.S. presence to 2,500 stores by 2022.

Standard
Rectangle
300x250

Content
Ad
Image

Standard Content
100 Character Text

Sun Pacific expands grape offerings
Sun Pacific is expanding its table grape offerings, with 11
conventional and eight organic varieties.

Standard
Rectangle
300x250

Content
Ad
Image

Standard Content
100 Character Text

Del Monte to mark its 125th
Five \$125 gift cards will be given away as Del Monte
Fresh Produce celebrates its 125th anniversary.

Standard
Rectangle
300x250

Harvest CROO field test
Harvest CROO Robotics takes a step toward the
automation of strawberry harvesting.

Content
Ad
Image

Standard Content
100 Character Text

People love potatoes! With so many varieties and ways
to eat them, there's more opportunity than ever. But with
all those options, it's hard to know if you're maximizing
their sales potential.

Leaderboard
728X90

eNewsletters

Organics Insider

The produce industry's only weekly eNewsletter dedicated to informing and educating readers about stories and trends impacting the fastest growth category in produce — organic.

DISTRIBUTION:

47,000

FREQUENCY:

Wednesdays

AD SPECS:


Content ad size is 100x100 or 300x250, for graphic only, and includes up to 50 words of the copy and a seven-word headline. URL in text.

ACCEPTED FILE FORMATS: Static JPG, GIF or animated GIF only. One target URL must be active at time of submission. Accepted file size is 150K.

AD CREATION:

The Packer can create basic GIFs or JPGs for eNewsletter advertisers. Contact your Packer representative for more information.

Organics Insider				
Position	1x	13x	26x	52x
Premium Medium Rectangle	\$655	\$570	\$535	\$455
Premium Content Ad	\$655	\$570	\$535	\$455
Standard Rectangle	\$540	\$475	\$445	\$380
Standard Content Ad	\$540	\$475	\$445	\$380
*Gross Pricing				



Alpine Fresh berry increase
Berry marketer Alpine Fresh expects bigger volume of organic and conventional blueberries this year.

Distributor finds waste solution
An organic produce distributor in New York has solved what do with fruit and vegetables that are no longer suitable for customers.

Premium Rectangle 300x250

Premium Content 970X90

Company quadruples organic volume
This grower-shipper has four times the amount of organic produce planted in Florida this season.

Highline acquires Prairie Mushrooms
Highline Mushrooms has expanded its conventional and organic offerings with the purchase of the western Canada operation.

Standard Rectangle 300x250

Standard Content 970X90

Ham Farms launches organics
Ham Farms will soon debut its Prime Organics brand, with plans to also increase its organic acreage this year.

Rainier partners with yoga events
Rainier Fruit is expanding its focus on promoting active lifestyles through a partnership with Wanderlust, a yoga event company.

Standard Rectangle 300x250

eNewsletters

Packer Tech

Food Safety, Transportation, Packaging

The Packer Tech's focus on food safety, transportation and packaging keeps readers up-to-date with the latest information about these hot topics. Your ad will reach an audience committed to keeping produce safe through the supply chain.

DISTRIBUTION:

31,000

FREQUENCY:

Two times per month, on the
second and fourth Wednesday

AD SPECS:

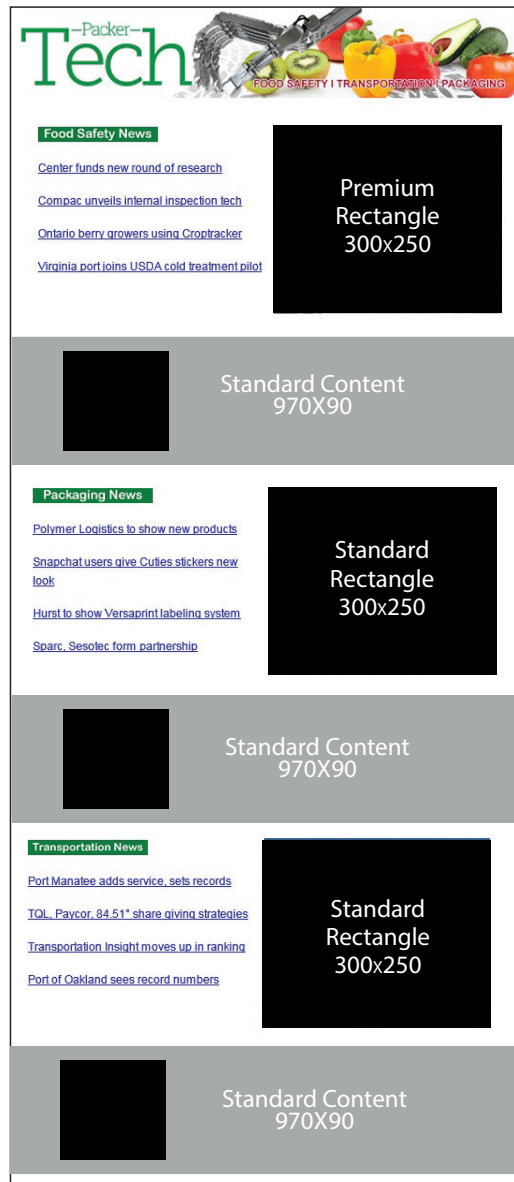
Content ad size is 100x100 or 300x250, for graphic only, and includes up to 50 words of copy and a seven-word headline. URL in text.

ACCEPTED FILE FORMATS: Static JPG, GIF or animated GIF only. One target URL, must be active at time of submission. Accepted file size is 150K.

AD CREATION:

The Packer can create basic GIFs or JPGs for eNewsletter advertisers. Contact your Packer representative for more information.

Packer Tech				
Position	1x	6x	13x	26x
Premium Medium Rectangle	\$655	\$605	\$570	\$455
Standard Rectangle	\$540	\$505	\$475	\$380
Standard Content Ad	\$540	\$505	\$475	\$380
*Gross Pricing				



Packer Tech
FOOD SAFETY | TRANSPORTATION | PACKAGING

Food Safety News

- [Center funds new round of research](#)
- [Compac unveils internal inspection tech](#)
- [Ontario berry growers using Croptracker](#)
- [Virginia port joins USDA cold treatment pilot](#)

Premium Rectangle 300x250

Standard Content 970X90

Packaging News

- [Polymer Logistics to show new products](#)
- [Snapchat users give Cuties stickers new look](#)
- [Hurst to show Versaprint labeling system](#)
- [Sparc, Sesotec form partnership](#)

Standard Rectangle 300x250

Standard Content 970X90

Transportation News

- [Port Manatee adds service, sets records](#)
- [TQL Paycor, 84.51% share giving strategies](#)
- [Transportation Insight moves up in ranking](#)
- [Port of Oakland sees record numbers](#)

Standard Rectangle 300x250

Standard Content 970X90

eNewsletters

Fresh Ideas
by Produce Retailer

Featuring the most interesting stories and new products from Produce Retailer magazine, Fresh Ideas eNewsletter provides retailers with produce department solutions. Promote your products in this highly-visible, product-release format that grabs the readers' attention.

DISTRIBUTION:

21,000 readers, primarily retailers

FREQUENCY:

3x per week (Tuesday, Wednesday, Friday)

AD SPECS:

Static JPG, GIF or animated GIF only. One target URL, must be active at time of submission. Accepted file size is 150K.

Content ad size is 100x100, for graphic only, and will include up to 50 words of copy and a seven-word headline. URL in text.

AD CREATION:

The Packer can create basic GIFs or JPGs at no cost for eNewsletter advertisers. Contact your Packer representative for more information.

Please email materials to producetraffic@farmjournal.com one week before published date.

Fresh Ideas eNewsletter				
Position	1x	13x	26x	52x
Leaderboard	\$2,595	\$2,275	\$2,140	\$1,820
Premium Medium Rectangle	\$2,310	\$2,020	\$1,875	\$1,620
Premium Content Ad	\$2,310	\$2,020	\$1,875	\$1,620
Standard Rectangle	\$2,170	\$1,895	\$1,785	\$1,515
Standard Content Ad	\$2,170	\$1,895	\$1,785	\$1,515
*Gross Pricing				

Leaderboard
728X90

Powered by iStockphoto

Mandarins and the produce department
It would be hard to pinpoint a bigger fresh produce success story in recent years than the small but mighty mandarin.

Letter from the Editor — One great example of the power of relationships
Relationships matter. It's true in the business-to-business environment, and it's true in the business-to-consumer landscape. Our 2019 Retailer of the Year is a great example of both.

Powered by iStockphoto

Premium Medium Rectangle
300x250

Premium Content Ad
970X90

Getting more juice from the orange category
New colors in the category have shoppers taking another look at oranges.

New Product Preview — Fresh-cut peaches, tomatoes, packaging and more
Produce Retailer editor Ashley Nickle and The Packer's designer and copy editor Amelia Freidline tested out more than a dozen new products that will be featured at Fresh Summit, and this report focuses on the first four items in the group.

Powered by iStockphoto

Standard Rectangle
300x250

Standard Content Ad
970X90

Resources
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Contact Us
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Questions or comments?
Call us at 913-438-0784
email us at: news@thepacker.com

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eNewsletters

The Packer
Digital Edition

ISSUE ANNOUNCEMENT

The Packer's weekly print issue is also sent to recipients as a digital PDF, and stored digitally on ThePacker.com.

Your ad will be featured in the weekly announcement email that links to the digital edition.

FREQUENCY:

Weekly, received on Monday

DISTRIBUTION:

12,000 recipients per issue announcement

Position	Size	Max File Size
Medium Rectangle	300x250	45K

Produce Retailer
Digital Edition

ISSUE ANNOUNCEMENT

Produce Retailer is published seven times a year. Each edition is also emailed to recipients in a digital PDF format.

FREQUENCY:

6x per year

DISTRIBUTION:

5000 recipients per issue announcement

Position	Size	Max File Size
Medium Rectangle	300x250	45K



eBlasts

50/50 eBlasts

Benefits

- Target your audience with your message.
- Your message is featured with relevant news content your audience can use — adding credibility to your message.
- Your message can link to the content of your choice — a website, video, or content we host for you.
- Our team provides professional layout, proofs and deployment to our list.
- Don't compete with other advertisers — this eBlast send features only your brand.
- Our flexible deployment lets you schedule the eBlast send to suit your schedule

RATES: \$240 CPM (\$500 minimum)

How it Works:

- You supply your marketing message, and our editors compile news content relevant to your product category and/or target audience.
- The eBlast is sent on the day and time of your choice, to up to 75,000 produce professionals.

SPECS:

- Title — seven words maximum
- 200 words of content
- 300x250 image — JPG or static GIF under 150K (The Packer design staff is available to create a custom design if needed)
- URL that will link to your message
- Materials due one week prior to deployment date

CONTACT:

Please send creative to producetraffic@farmjournal.com.

We do not execute more than 1x/day to same audience

A WORD FROM OUR SPONSORS **THE PACKER**
Tuesday, August 16, 2013

NEWS FROM THE PACKER

EU anticipates pear, apple production increases
Apple and pear volume estimates for the Northern Hemisphere's 2013 crops show most of the European Union and the U.S. expecting increases while Russia and China are predicted to see significant declines. Read full story...

The Organic Center
Fire blight challenge draws research effort
The Organic Center, a Washington, D.C.-based research and education organization, is funding a project to research antibiotic-free fire blight management strategies for organic production of apples and pears. Read full story...

Midwest Produce Expo poised for bigger impact
The second edition of The Packer's Midwest Produce Expo offers a bigger venue for produce exhibitors and buyers to mix. The inaugural 2012 show drew about 1,000 attendees and 154 exhibitors to the Sheraton Chicago Hotel and Towers, and the 2013 offers space for more exhibitors and Midwest buyers. Set for Aug. 19-21 at the Hyatt Regency Chicago, this year's Midwest Produce Expo has nearly 200 exhibitors. Read full story...

FROM OUR SPONSOR: Stemilt

World Famous Pears

World Famous Pears are In Season Now
A new crop of World Famous Pears is coming from Stemilt Growers. Stemilt pears come straight from the two best pear growing regions in the world. The Wenatchee River Valley and Entiat River Valley are surrounded by high alpine mountains that protect pears from the heat of the summer and provide good airflow for orchards. This ideal combination consistently delivers high quality pears in the right size profile and with complex flavors.

Stemilt pears are grown, packed, and shipped right from the pear district for maximum product quality and freshness. Stemilt has the greatest pear packing flexibility in the industry, and two Thermal Tech Tarpless® ripening rooms for its industry leading RipeRite® ready to eat pear program.

New crop Bartlett pears are the first off the tree, with varieties like d'Anjou, red pears, Bosc, and Concorde following close behind. From display bins to signage, Stemilt has the tools that will help you drive sales in the pear category this year. Contact your Stemilt Representative for more information.

Resources
Subscribe
Unsubscribe

Visit Us Online
ThePacker.com
twitter.com/thepacker

Contact Us
Greg Johnson, Editor
gjohnson@vancepublishing.com

A WORD FROM OUR SPONSORS **THE PACKER**
Tuesday, September 24, 2013

NEWS FROM THE PACKER

Second-quarter produce sales up; volume lags
Second-quarter retail produce sales this year rose 3.7% on the shoulders of higher average retail prices, but volume declined 2.3%, according to the United Fresh Produce Association's FreshFacts report. Read full story...

United Fresh

Strawberry harvesting aid helps farmworker efficiency
OK Machine Inc., is ramping up the marketing of harvesting machinery designed to help strawberry growers cut labor costs. Read full story...

Well-Pict to switch to Oxnard early
Well-Pict Berries expects to switch its California strawberry production from the Watsonville to the Oxnard growing region at the end of September, about two weeks earlier than normal. Read full story...

RiteWay enters fresh produce, adds Del Monte veteran
Grocery marketer RiteWay Sales and Marketing is expanding into fresh produce by adding a produce industry veteran to head its fresh sales. Read full story...

Freeze tightens Argentina blueberry volumes
Freezes in major Argentina growing areas may lead to tight blueberry supplies and high prices early in the season, but supplies and prices should return to their usual levels as the season progresses, U.S. importers say. Read full story...

FROM OUR SPONSOR: Well-Pict

Well-Pict Welcomes Autumn with Early Berries from Oxnard
Despite the summer season coming to a close, at Well-Pict Berries we're enjoying on-and-off-the-season warm weather in the Watsonville fields, growing premium, proprietary strawberries with a size count of 20. While our Watsonville crops are in their final days, the transition to our Oxnard fields will be at the end of September, rather than the traditional transfer happening mid-October.

"We're expecting to have shippable fruit by the end of September," reports VP of Sales and Marketing, Dan Crowley. "The incredible weather continues to push color and flavor in Watsonville, which allows us to move into Oxnard a little earlier." Crowley reports that the raspberry crops in Watsonville have been outstanding, with a volume and excellent quality that have allowed us to expand our customer base.

Have you visited the redesigned Well-Pict website yet? If you haven't already, check it out at www.wellpict.com. Along with a great new look, we've also added special features such as a Retailer Resources page where our retail partners can download a selection of high quality Well-Pict photography and logo files for use in promotional materials, and a company blog with information of interest to retailers and consumers alike. And of course, we still have plenty of product information, recipes and fun pages for the kids!

Well-Pict's customers have come to enjoy the very best Mother Nature has to offer. The size, flavor and non GMO qualities of Well-Pict Berries are available fresh all year long.

Resources

Visit Us Online

Contact Us

eBlasts

Custom Targeted eBlasts

Give your brand impact. Use our email database and target your exact audience.

Benefits of Custom eBlasts

- Communicate a 100 percent branded message directly to your target audience.
- Drill down within your audience to reach only the desired demographic.
- Link to your website, product information or the content of your choice.
- Proofing and deployment handled by The Packer's digital team.
- Flexible deployment date.
- Send to 80,000* opted-in contacts.

*Number varies depending on audience and continuous maintenance of dataset. Contact your representative for the latest audience numbers.

RATES:

\$300 CPM (\$500 minimum). Contact your Packer sales representative for frequency rates and available send dates.

AD SPECS:

Client supplies HTML file or The Packer's creative services team is available to build HTML.

- 750-pixel max width, no height max.
- 100K max file size (includes images and HTML files).
- All HTML must utilize table-based layouts, using CSS only to control typography and color.
- Only text, JPG and GIF images are allowed.
- Full image paths in the code must be used (for example <http://www.domain.com/images/graphic1.jpg>).
- Recommended subject line length is 12 words or 150 characters and are subject to The Packer's approval.
- Links to PDF, Word documents or other non-traditional "webpage" links within the email must be clearly identified.
- An eBlast that is entirely a linked image is NOT recommended, as many of today's platforms block images. Converting your web ad to a pdf and emailing it is also not a best practice.
- The eBlast should combine text and images with a call to action within the text component.
- Please provide a list of who should receive proofs to approve the eBlast, as well as any seed lists.

CONTACT:

Materials can be sent to producetraffic@farmjournal.com.



"Product safety and traceability have become a key part of our business. This is how we control and ensure the quality of our products and services throughout the industry."

Paul Catania Jr.

Now your food can talk.
And it has a lot to tell you.

What happens to your cargo, happens to our sensor.
With Emerson GO Real-Time temperature and location trackers, cold chain visibility is no longer a guessing game. Contact us for a Free Trial today to see how Emerson can create a customized approach for your entire cold chain specific for you and your business needs. Your application is on the line. Stay in control with Emerson Cargo Solutions.

We are Putting Critical Information at Your Fingertips
We know it's not just a job, it's your life. With our Dwellight system and mobile app, you can now access real-time data about key shipments, including temperature, security, and location details all from the palm of your hand. Cold chain monitoring has never been so easy with temperature data loggers, trackers, and the Dwellight app.

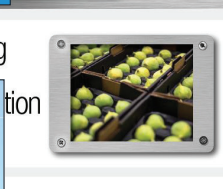
GET A FREE TRIAL

GO Data Loggers
Compact and flat, single use GO Loggers record time, temperature and humidity during distribution and storage. These disposable logging monitors are discrete and communicate data at the destination point via radio frequency, near field communications, or USB.

GO Real-Time Trackers
GO Trackers allow you to view critical shipment details including temperature, humidity and location of perishable products in real time. Set up precise out-of-range alert notifications and have cold chain monitoring data from a smartphone or desktop. Never lose sight of a cold chain shipment or your brand reputation with Emerson Cargo Solutions.

GET A FREE TRIAL AND SEE HOW WE CAN HELP

Quality Control Inspection



Repacking for Grade

freshPACKmoves 2018

MAY 21-23, 2018
MONTEREY, CA

Registration Open Now!

HOSTED BY CAL POLY

JOIN US FOR FRESHPACKMOVES SEMINAR
PACKAGING FOR FRESH PRODUCE, SAFETY AND LOGISTICS

Register Today for Early Bird Pricing!
Ends May 1st!

Learn from faculty & industry experts!
From May 21-23, our faculty and industry experts from freshFruit, ProPac, AgriSource, and others will explore the role of packaging for fresh produce, safety and logistics. The event will conclude with field tours of Monterey's fresh produce industry.

Presentations include:

- Global Supply Chain in the Meat & Poultry Industry
Denise Givens
Senior Global Operations Manager, Hello Fresh
- Improved FreshPack Packaging Performance Through Innovation
Denise Anderson, Ph.D.
Fresh Produce Global Development, ProPac
- Improving Quality and Preventing Waste with Plant Based Meat Life Technology
Matthew Aronson
Director of Engineering, AgriSource

Learn More

eBlasts

Product Innovations

Announce a new product before the trade show

Want to announce a new product before the trade show? This eNewsletter puts your product in front of them before they even arrive, directing traffic to your website and booth — increasing your expo ROI.

2020 Expo Dates

GOPEX.....	Jan. 9-11
SEPC Southern Exposure.....	Feb. 27-29
CPMA Convention.....	May 12-14
Viva Fresh Produce Expo.....	Apr. 30- May 2
West Coast Produce Expo	May 29-30
United Fresh Convention	June 16-18
Organic Produce Summit	July 8-9
PMA Foodservice Expo	July 24-25
New England Produce Council	Aug. 25-26
PMA Fresh Summit.....	Oct. 15-17
New York Produce Show.....	Dec. 8-11

Your investment provides you with:

- 100x100 jpg logo
- 125x125 jpg produce image
- Up to a 7 word headline
- Up to 50 words of copy
- URL



Pure Flavor
Endless Colors & Flavors To Enjoy!
Enter a world of vibrant color & flavor for your whole family to explore. With every color and shape, naturally brilliant flavor shines through. Our Organic Sangria Medley Tomatoes come in all the radiant colors kids love to snack on. Visit Booth 413 to [learn more](#).



Wholesum
Not Your Grandmother's Heirloom Tomatoes
Wholesum brings you a fresh take on a timeless treasure — heirloom tomatoes! Wholesum's exquisite assortment was carefully selected to deliver outstanding flavor and impressive shelf life. These heirlooms remain fresh, firm and flavorful, maintaining quality even after 15 days! Best yet, they are organic, responsibly grown and Fair Trade Certified! [Learn more](#).



Mother Raw
MOTHER RAW DRESSINGS - PUT GOOD ON GOOD!
Finally...clean, healthy dressings, dips, and condiments worthy of your produce. Delicious plant-based products crafted without heat, protecting the nutrient-rich ingredients. We use exclusively cold pressed extra virgin olive oil and unfiltered apple cider vinegar. Only the best ingredients, treated in the best possible way. Just like homemade. [Learn more](#).



InterNatural Marketing
Grow with us!
Sourcing fresh organic produce for distribution in North America and Europe, offering all our suppliers and growers, new trading opportunities. Analysis suggests exports of fresh produce from the Americas will increase up to two billion pounds after Brexit in the next few years. We invite all producers capable of EU certification to learn more about our growing opportunities. [Learn more](#).



Alibaba.com
Reach millions of produce business buyers
Alibaba.com is a leading platform for global B2B e-commerce, connecting companies of all sizes with new customers. We provide the tools necessary to do business on a global scale. Alibaba.com is your opportunity to sell produce to an audience around the world. Visit us at Booth #301 to [learn more](#).



Food Freshness
The Food Freshness Card for Supermarkets
The Food Freshness Card for Supermarkets was developed to naturally extend the shelf life of all fruits, vegetables and breads up to 50% longer. Easy to implement and with supermarkets that track waste, the results are quantifiable and instant. [Learn more](#).

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Lenexa, KS, 66215

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RATE:

\$500. Space is limited. For more information or to reserve your space, contact your Packer sales representative.

eBlasts

Triggered eBlasts and Marketing Automation

How do you get your message in front of someone who has shown interest in your product? Send them an eBlast after they look at relevant content! After reading specific content, a known user will receive your eBlast. This creates the next communication tactic, leading to a client funnel.

BENEFITS:

Target audience with proven interest in relevant topics.

- Track engagement with timely results.
- Move forward from triggered eBlast success into Produce Programmatic and continue to reach engaged audiences.

RATE:

\$750 minimum per month

AD SPECS:

Client supplies HTML file. The Packer's creative services team is available to build HTML for little cost.

- All HTML must use table-based layouts, using CSS only to control typography and color.
- There is 750-pixel max width and up to 100K max file size (includes all images/HTML files). No height max.
- Only text, JPG and GIF images are allowed — Flash, Rich Media, image maps and JavaScript cannot be used.
- Full image paths in the code must be used (for example <http://www.domain.com/images/graphic1.jpg>).
- Clients should provide detailed linking instructions.
- Subject lines should make the receiver want to open them. We suggest no more than 12 words or 150 characters. Subject lines are approved by The Packer.
- Links to PDF, Word documents or other non-traditional "webpage" links within the email must be clearly identified.
- An eBlast that is entirely a linked image is NOT recommended, as many of today's platforms block images. Converting your web ad to a pdf and emailing it is also not a best practice.
- The eBlast should combine text and images with a call to action within the text component.
- Please provide a list of who should receive proofs to approve the eBlast, as well as any seed lists.

CONTACT:

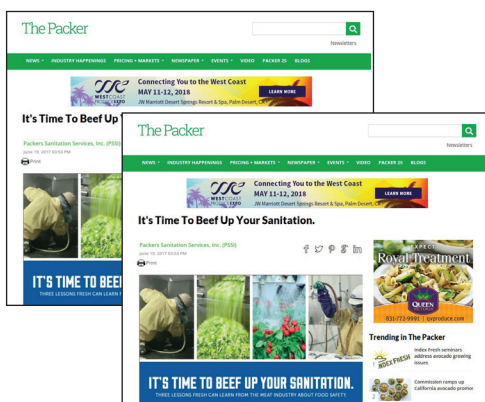
All creative should be submitted to producetraffic@farmjournal.com.

MARKETING AUTOMATION

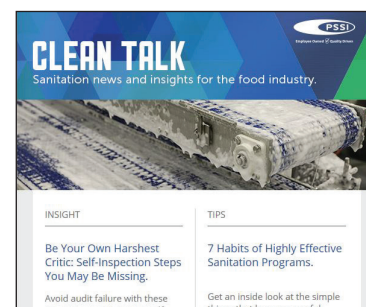
The Packer can use marketing automation to deliver relevant content to readers' inboxes as they show interest in certain topics in real time. This program is customizable, depending on the content clients are looking to deliver to readers.

RATE:

\$750 minimum



- After reading specific content, a known user will receive a specific eBlast from a relevant company.
- Type of response to the eBlast creates the next communication tactic.
- All built to lead into the client funnel



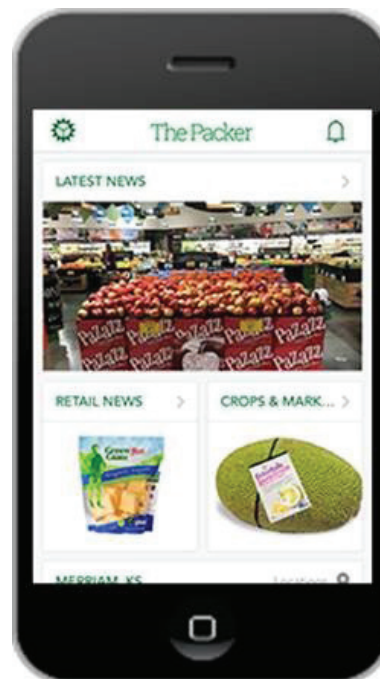
Mobile

The Packer Mobile App

Readers love The Packer Mobile App – in fact, they are our most engaged audience. The app features the same news you’ve grown to trust — in one easily accessed app that alerts you to the latest news.

More than 1,500 users (and growing!) access more news and spend more time reading articles on an app than on a website. That gives your message more time to be visible, while multiple ad sizes allow for flexible creative options.

- App users look at six times more pages than web viewers. This means more time with your ad.
- App users spend more time viewing content than website visitors — 2:45 versus 1:08. This also means more time with your ad.
- Apps are often downloaded by the top 10 percent users/engagers. That means ads are in front of our most engaged audience.

**AD SPECS:**

Multiple creative sizes available, particularly 640x100, 600x500, 300x250.

CONTACT:

All creative should be submitted to producetraffic@farmjournal.com.

AppOpen



Front Box



Front Banner



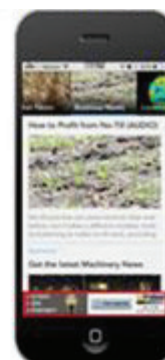
Interstitial



Native Ads



Standard Banner



(Available in the MyFarmRadio app)

Mobile

The Packer Text Alerts

Each week, The Packer sends the top three stories to text subscribers. Advertisers have the opportunity to sponsor the send, putting their image and link in the hands of The Packer's engaged mobile list.

Advertisers who sponsor The Packer Mobile Updates will receive attribution in the weekly mobile update and have the option to send one custom MMS tBlast per month to The Packer Mobile Update audience.

TO SIGN UP:

Text 31313

LIST SIZE:

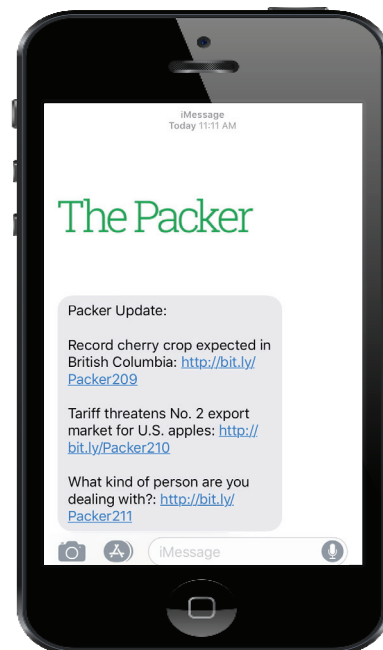
3,400 subscribers

AD SPECS:

Image Files: 640x480 JPG, high resolution recommended, 20 percent margins around any text or logo, working URL.

CONTACT:

For specification questions or to submit creative, please email producetraffic@farmjournal.com.

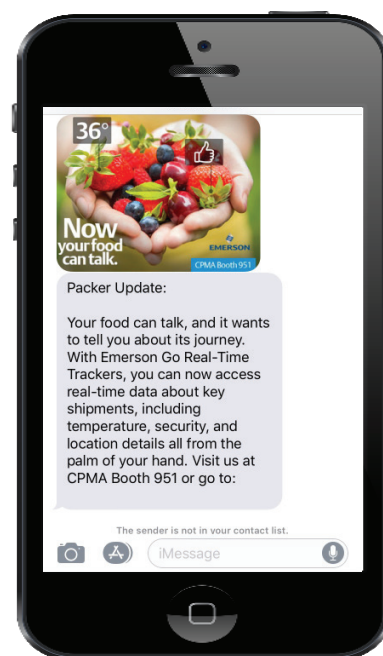


Custom tBlasts

Want to get a message into hands off The Packer subscribers — but on your own schedule?

Customers can use our MMS tBlasts to:

- Provide seasonal tips and advice
- Share a video
- Deliver audio files or a podcast
- Drive web traffic
- Share comparative data in charts and graphs
- Create sales leads
- Link to social media efforts
- Deliver coupons, rebates, tickets, etc.
- Showcase community involvement
- Conduct research via text-based polling



Mobile

Geo-Fencing Plus

Geo-fence around any location or pick from the major industry events — but be sure those impressions aren't going to waste — use Farm Journal's Produce Programmatic.

The PLUS carries the communication beyond the event, retargeting those who attended with your message for up to a month after the event.

How it works:

Target any of the 110,000 produce industry members within the established zip-based fence, or use latitude and longitude markers for even tighter targeting.

RATES:

- Pricing starts at \$200 per day.
Retarget attendees for month following a produce event for \$1,000

AD SPECS:

Required specs: 300x250, 728x90, 320x50,
Optional specs: 320x480 and 768x1024

AD CREATION:

The Packer can create basic GIFs or JPGs at no cost for The Packer A.M. and The Packer P.M. advertisers. Contact your Packer representative for more information.

CONTACT:

Creative should be sent to producetraffic@farmjournal.com.



Video

Produce Programmatic Pre-Roll

Produce Programmatic lets you put your video in front of your audience wherever they go on the internet.

- You identify the target demographic you want to see your video.
- Our Produce Programmatic partner locates those addresses as they move around the internet and puts your pre-roll video in front of the video they are watching.
- The video is featured prominently on web pages your audience visits.

LIST SIZES:

110,000 targetable members of the produce industry

RATE:

\$75 CPM

210,000 impressions available per month

AD SPECS:

15-second video in MP4 format

AD CREATION:

The Packer can create basic GIFs or JPGs at no cost for The Packer A.M. and The Packer P.M. advertisers. Contact your Packer representative for more information.

**SPECS:**

- Length: Approx. 15 sec.
- Format: MP4
- Video Encoding: #264
- Audio Encoding: aac/mp3/m4a
- Resolution: 1290x720 pixels
- Runs for one month
- Featured prominently on web pages that your audience visits

Video

Live From Videos

Use our Live From videos to help extend your trade show message to retailers unable to attend the event.

No other program gives you:

- Guaranteed airing of your content
- Control of your message
- Targeted package
- The final video to keep

Live From LITE PMA 2020 – \$1,750

Program Includes:

- 30 second highlight video within The Packer's PMA Video Recap eNewsletter
- Professional videographer films and edits

Live From PMA 2020 – \$4,775

Program Includes:

- 3-5 minute video interview filmed on location at PMA
- Professional, freelance videographer films and edits
- Hosted page and video player, plus project management

Promotional Aspects:

- 1x PackerAM or PM eNewsletter with PMA Module at top
- Social Media/Facebook campaign
- 300x250 rectangle ad on thepacker.com

Live From PLUS PMA 2020– \$8,250

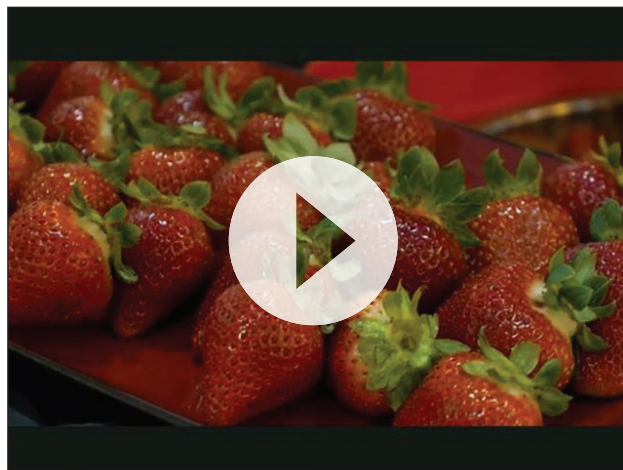
Program Includes:

- 3-5 minute video interview filmed on location at PMA
- Professional, freelance videographer films and edits
- Hosted page and video player, plus project management

Promotional Aspects:

November and December extended exposure

- 3x Packer AM or PM eNewsletter with PMA Module at top
- 300x250 Rectangle ad on thepacker.com
- Produce audience extension to singular segment of our audience for November and December
- Social media/Facebook campaign. 1 in Nov., 1 in Dec.
- 1x MMS Text Blast of your video to Packer text list



Packages

Commodity-Specific Advertising

Produce is a unique industry. It's difficult to plan advertising around perishable commodities with specific availability cycles.

To remove the guess work, we've created commodity-specific advertising solutions.

PACKAGES:

Prices range from \$750-\$2,500, with packages that may include targeted Produce Programmatic, Commodity Alerts and ThePacker.com or ProduceRetailer.com run-of-site ads. Speak to your Packer sales representative for more information.

COMMODITY ALERTS NEWSLETTER:

This targeted newsletter offers relevant editorial content about a single commodity, with your rectangle or content ad featured prominently. These newsletters go to subscribers who have opted in to news about that commodity, ensuring an engaged and interested audience. Prices are based on the commodity and list size. To advertise in this highly-targeted eNewsletter, rates begin at \$750.

CONTACT:

For specification questions or to submit creative, please email producetraffic@farmjournal.com.



Popular Commodities on ThePacker.com:

Avocados	Cherries
Mushrooms	Onions
Potatoes	Grapes
Apples	Peaches
Berries	Asparagus

Produce Team

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