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.
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.

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>$120</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$320</td>
<td></td>
</tr>
</tbody>
</table>

** Gross Pricing  

BrightFarms delivers greenhouse tours with in-store virtual reality

Six ways to address food waste

What’s your food waste plan of action?

Leaderboard  

10-Minute Merchandiser

10-Minute Merchandiser: 15 tips for merchandising fresh produce in retail

Half Page

Rectangle

food WASTE

Magna

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.

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<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>File Type</th>
<th>Max File Size</th>
<th>Notes</th>
</tr>
</thead>
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<td>640x480</td>
<td>png, jpeg or gif</td>
<td>40kb or less (include link URLs)</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728/970x90</td>
<td>png, jpeg or gif</td>
<td>40kb or less (include link URLs)</td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250</td>
<td>png, jpeg or gif</td>
<td>40kb or less (include link URLs)</td>
<td></td>
</tr>
<tr>
<td>Tower</td>
<td>160x600</td>
<td>png, jpeg or gif</td>
<td>40kb or less (include link URLs)</td>
<td></td>
</tr>
<tr>
<td>Content</td>
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<td>png, jpeg or gif</td>
<td>40kb or less (include link URLs)</td>
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<tr>
<td>Half Page</td>
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<td>png, jpeg or gif</td>
<td>40kb or less (include link URLs)</td>
<td></td>
</tr>
<tr>
<td>Catfish</td>
<td>728x90</td>
<td>creative includes 1-px border</td>
<td>animation: 30 secs or less only may run 1 at a given time/location</td>
<td></td>
</tr>
<tr>
<td>Outstream Video</td>
<td>640x360</td>
<td>MOV, MP4, 3gp, F4V, FLV, VAST</td>
<td>10 mb or less (5 mb recom.)</td>
<td>360-videos must be in equirectangular (paranomic) format</td>
</tr>
</tbody>
</table>
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
WHOLESALEs: 5,242
CONTACT YOUR SALES REP FOR OTHER AVAILABLE CATEGORIES

<table>
<thead>
<tr>
<th>Media</th>
<th>Note</th>
<th>Inventory in Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>Access to nonmobile websites</td>
<td>400,000 month</td>
</tr>
<tr>
<td>Mobile</td>
<td>Access to mobile web (Apps and Mobile sites)</td>
<td>250,000 month</td>
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<tr>
<td>eNews</td>
<td>eNewsletters</td>
<td>55,000 month</td>
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Web Ads Produce Programmatic

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
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<tr>
<td>Display</td>
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<td>Mobile</td>
<td>$60</td>
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<td>eNewsletter</td>
<td>$90</td>
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<tr>
<td>Native Ads</td>
<td>$90</td>
</tr>
</tbody>
</table>

**Gross Pricing**

Brian Burnett, bburnett@thepacker.com (913) 438-0740
Elizabeth Cherry, echerry@thepacker.com (310) 990-9597
James Davis, jdavis@thepacker.com (913) 438-0735
Gary English, genglish@thepacker.com (913) 484-4503
Angelo Grant, agrant@thepacker.com (913) 438-0746
Aaron Howard, ahoward@thepacker.com (913) 438-0615
Denise Sundvold, dsundvold@thepacker.com (914) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778
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:

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.

AD CREATION:
The Packer can create basic GIFs or JPs for The Packer A.M. and The Packer P.M. advertisers. Contact your Packer representative for more information.

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<table>
<thead>
<tr>
<th>Packer A.M. &amp; P.M. eNewsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Position</strong></td>
</tr>
<tr>
<td>Top Banner</td>
</tr>
<tr>
<td>Premium Medium Rectangle</td>
</tr>
<tr>
<td>Premium Content Ad</td>
</tr>
<tr>
<td>Standard Rectangle</td>
</tr>
<tr>
<td>Standard Content Ad</td>
</tr>
<tr>
<td>Lower Banner</td>
</tr>
</tbody>
</table>

*Gross Pricing

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*Gross Pricing
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 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

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
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<th>26x</th>
<th>52x</th>
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</thead>
<tbody>
<tr>
<td>Premium Medium Rectangle</td>
<td>$655</td>
<td>$570</td>
<td>$535</td>
<td>$455</td>
</tr>
<tr>
<td>Premium Content Ad</td>
<td>$655</td>
<td>$570</td>
<td>$535</td>
<td>$455</td>
</tr>
<tr>
<td>Standard Rectangle</td>
<td>$540</td>
<td>$475</td>
<td>$445</td>
<td>$380</td>
</tr>
<tr>
<td>Standard Content Ad</td>
<td>$540</td>
<td>$475</td>
<td>$445</td>
<td>$380</td>
</tr>
</tbody>
</table>

*Gross Pricing
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.

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>6x</th>
<th>13x</th>
<th>26x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Medium Rectangle</td>
<td>$655</td>
<td>$605</td>
<td>$570</td>
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</tr>
<tr>
<td>Standard Rectangle</td>
<td>$540</td>
<td>$505</td>
<td>$475</td>
<td>$380</td>
</tr>
<tr>
<td>Standard Content Ad</td>
<td>$540</td>
<td>$505</td>
<td>$475</td>
<td>$380</td>
</tr>
</tbody>
</table>

*Gross Pricing

Food Safety News
- Center funds new round of research
- Company unveils internal inspection tech
- Ontario berry growers use Cranberry
- Virginia cust sales USDA cold treatment aid

Packaging News
- Printerpid plans to show new products
- Specialty uses go Cubic stickers new look
- Huttile shows Viewpoint labeling system
- Boxes, boxes form partnership

Transportation News
- Pahalante adds service, sets records
- TLG, Flavor 84.51" share among strategies
- Transportation insight moves up to nation
- Port of Oakland sees record number
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.

<table>
<thead>
<tr>
<th>Fresh Ideas eNewsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Position</strong></td>
</tr>
<tr>
<td>leaderboard</td>
</tr>
<tr>
<td>premium medium rectangle</td>
</tr>
<tr>
<td>premium content ad</td>
</tr>
<tr>
<td>standard rectangle</td>
</tr>
<tr>
<td>standard content ad</td>
</tr>
</tbody>
</table>

*Gross Pricing
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

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>45K</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Max File Size</th>
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</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>45K</td>
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</tbody>
</table>
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 sendto 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.

SPCS:

• 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 producetric@farmjournal.com.

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

**RANGE:**

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

---

**Contact Information:**

Brian Burnett, bburnett@thepacker.com (913) 438-0740
Elizabeth Cherry, echerry@thepacker.com (316) 990-9597
James Davis, jbdavis@thepacker.com (913) 438-0735
Gary English, genglish@thepacker.com (913) 484-4503
Angelo Grant, agrant@thepacker.com (913) 438-0746
Aaron Howard, ahoward@thepacker.com (913) 438-0615
Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778
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
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@farmjounal.com.
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
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.
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
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
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
- Mushrooms
- Potatoes
- Apples
- Berries
- Cherries
- Onions
- Grapes
- Peaches
- Asparagus
Produce Team

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