

A vibrant collage of fresh green produce. In the top left, there's a bunch of curly kale. To its right is a large, dark green acorn squash. Below the kale are two artichokes. To the right of the artichokes is a large bunch of green grapes. In the bottom left, there are green bell peppers. A large green banana is at the bottom right. The background is a dark, solid color.

2020 Media Kit

The Packer

www.thepacker.com

A Letter from the Publisher

Dear Industry Friend,

On behalf of everyone at The Packer, thank you for inquiring about advertising opportunities within our suite of products.

We are proud to present you with the 2020 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 the ThePacker.com.

Your business is changing rapidly, and it is increasingly difficult to catch your customers' attention with your marketing messages. The Packer's suite of products will guarantee your message is always in front of your customers, whether they read their news digitally or in print.

The Packer has served as the produce industry's primary resource for reaching the most qualified and engaged audience for more than 125 years. 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 2020 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,

Matt Morgan

Executive Vice President, Produce
mattmorgan@thepacker.com
(913) 438-0654



Produce Team

FOR ADVERTISING INQUIRES CONTACT: **JOELLE STEPHENS**

email: jstephens@thepacker.com

Phone: (913) 438-0727



BRIAN BURNETT

email: bburnett@thepacker.com

Phone: (913) 438-0740



ELIZABETH CHERRY

email: echerry@thepacker.com

Phone: (310) 990-9597



JAMES DAVIS

email: jdavis@thepacker.com

Phone: (913) 438-0735



GARY ENGLISH

email: genglish@thepacker.com

Phone: (913) 438-0789



ANGELO GRANT

email: agrانت@thepacker.com

Phone: (913) 438-0746



AARON HOWARD

email: ahoward@thepacker.com

Phone: (913) 438-0615



DENISE SUNDVOLD

email: dsundvold@thepacker.com

Phone: (314) 327-6758



BRIAN WOODS

email: bwoods@thepacker.com

Phone: (913) 438-0778



GAGE ROHWER

Event Attendee Development Manager

email: grohwer@thepacker.com

Phone: (913) 438-0714



JESSIE GUNN

VP Marketing and Events

email: jgunn@farmjournal.com

Phone: (520) 841-4080



JENNIFER KEARNEY

Digital Ad Coordinator

email: jkearney@farmjournal.com

Phone: (913) 438-0779



CAROLYN ADDINGTON

Print Ad Coordinator

email: caddington@farmjournal.com

Phone: (913) 438-0720

Print Brands



THE PACKER

Comprehensive. Objective. Accurate. The Packer is the authoritative voice and leading source for news and information on fresh fruit and vegetable marketing, covering every aspect of the produce industry.

PUBLISHED WEEKLY



PRODUCE RETAILER

For executives and senior managers engaged in the retailing of fresh produce and related products, Produce Retailer provides critical information that increases understanding of consumer use and purchasing habits, ultimately improving sales.

PUBLISHED 6 TIMES PER YEAR

PRODUCE Retailer



FRESH TRENDS

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

MAGAZINE SUPPLEMENTS

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 educate about their value to the industry. The product is a service of The Packer, provided at no charge to PBH, and 10 percent of all proceeds are donated back to PBH to support its initiatives.

PUBLISHED ANNUALLY IN DECEMBER



TEX MEX FRESH CONNECTIONS ANNUAL SUPPLEMENT

Tex Mex Fresh Connections 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 Fresh Produce expo and offers the bonus distribution at that show, with more than 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

The Packer Print Brands



PRODUCE MARKET GUIDE

An annual buyers' guide, Produce Market Guide is the most complete listing available for sources of fruits, vegetables and specialty items, highlighted in individual sections with marketing tips and handling information

**PUBLISHED ANNUALLY
IN OCTOBER**



PRODUCE MARKET GUIDE—ORGANIC GUIDE

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

**PUBLISHED ANNUALLY
IN JUNE**

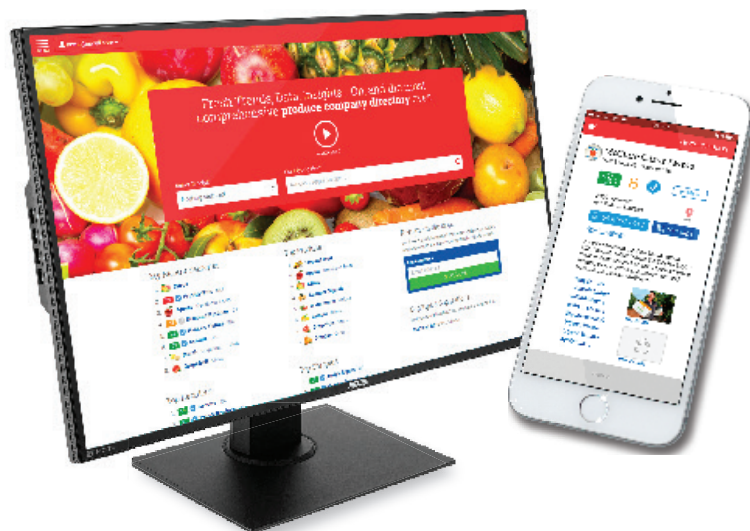
PRODUCE MARKET GUIDE

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

For the first time ever, you can go to one place and search more than 50,000 companies with more than 200,000 contacts and access a full commodity database with more than 700 produce listings, across multiple platforms.

 **Produce Market Guide**
a product of The Packer

Angelo Grant (913) 438-0746
agrant@thepacker.com



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

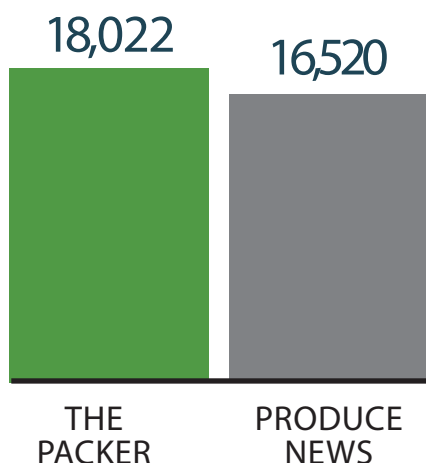
Angelo Grant, agrant@thepacker.com (913) 438-0746
Aaron Howard, ahoward@thepacker.com (913) 438-0615
Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778

Our Advantage/Competitive Differentiation

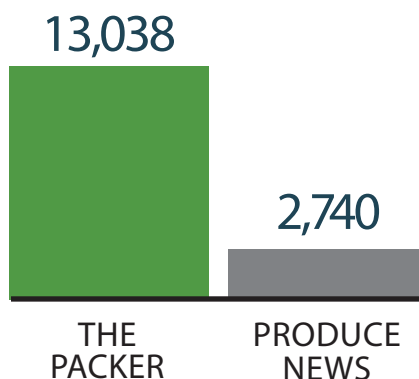
The Packer is the fresh produce industry's most-recognized, most-trusted and most-read publication. The Packer continually invests in ensuring you are offered the best market penetration in the produce industry.

CIRCULATION QUALITY

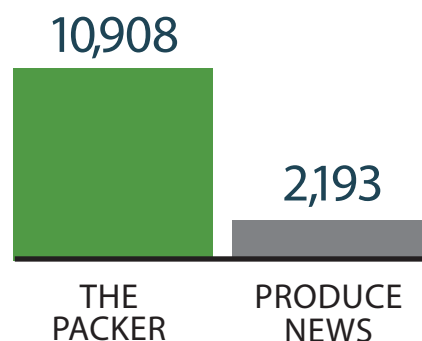
Total Qualified Circulation



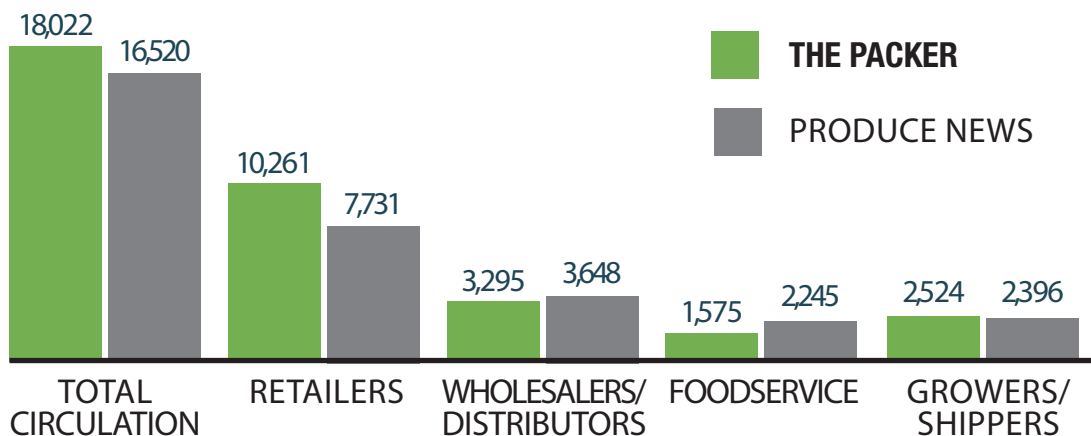
Qualified Within 1 Year



Direct Request



TOTAL REACH



Source: Alliance for Audited Media

Print Advertising Rates

GROSS FREQUENCY RATES (Black & White)























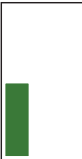
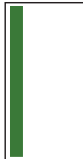






	1x	13x	26x	52x
Spread	\$16,210	\$13,290	\$12,000	\$10,060
Full Page	\$ 8,110	\$ 6,625	\$ 6,010	\$5,030
2/3 Page	\$ 6,720	\$ 5,490	\$ 4,980	\$4,175
Jr. Page	\$ 6,170	\$ 4,990	\$ 4,480	\$3,780
1/2 Page	\$ 5,320	\$ 4,350	\$ 3,950	\$3,300
1/3 Page	\$ 4,070	\$ 3,330	\$ 3,020	\$2,515
1/4 Page	\$ 3,100	\$ 2,525	\$ 2,290	\$1,910
1/6 Page	\$ 2,080	\$ 1,710	\$ 1,535	\$1,290
1/8 Page	\$ 1,590	\$ 1,290	\$ 1,155	\$ 980
1/12 Page	\$ 1,060	\$ 865	\$ 785	\$ 660
Open Inch	\$ 100	\$ 80	\$ 80	\$ 70
Page 1 Banner* (10" x 1.75")	\$ 7,410	\$ 6,450	\$ 6,040	\$5,400

*Prices include 4-color process



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"			
 FRONT PAGE 8.3" x 1.75"	 Full Page 10" x 21.5"	 2/3 Page 10" x 14.33"	 2/3 Page 8.3" x 17.12"	 2/3 Page 6.61" x 21.5"	 Jr. Page 8.3" x 15"	 1/2 Page 10" x 10.75"	 1/2 Page 8.3" x 12.87"	 1/2 Page 6.61" x 16.12"	 1/2 Page 4.91" x 21.5"
 1/3 Page 10" x 7.18"	 1/3 Page 8.3" x 8.56"	 1/3 Page 6.61" x 10.75"	 1/3 Page 4.91" x 14.33"	 1/3 Page 3.22" x 21.5"	 1/4 Page 10" x 5.37"	 1/4 Page 8.3" x 6.43"	 1/4 Page 6.61" x 8.06"	 1/4 Page 4.91" x 10.75"	 1/4 Page 3.22" x 16.12"
 1/6 Page 6.61" x 5.37"	 1/6 Page 4.91" x 7.16"	 1/6 Page 3.22" x 10.75"	 1/6 Page 1.52" x 21.5"	 1/8 Page 6.61" x 4.03"	 1/8 Page 4.91" x 5.37"	 1/8 Page 3.22" x 8.06"	 1/8 Page 1.52" x 16.12"	 1/12 Page 4.91" x 3.56"	 1/12 Page 3.22" x 5.37"

THE PACKER INSERTS

INSERT RATES

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

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

Maximum folded size of insert (flat or folded): 9.5" x 11"

Ship inserts directly to:

The Sedalia Democrat, c/o Henry Holtzclaw,
700 S. Massachusetts Ave., Sedalia, MO 65301.

Deadline for inserts is two weeks prior to date of issue.

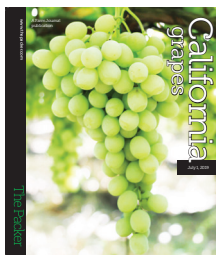
Please send a PDF insert by close date of issue to

Carlo Ignoffo at cignoffo@farmjournal.com

Tabloid Print Rates

GROSS ENAMEL TABLOID RATES (Black & White)

	1x	13x	26x	52x
Spread	\$13,310	\$10,890	\$9,830	\$8,240
Full Page	\$ 6,645	\$ 5,450	\$4,925	\$4,120
Jr. Pg	\$ 5,760	\$ 4,620	\$4,235	\$3,585
1/2 Page	\$ 3,885	\$ 3,185	\$2,875	\$2,380
1/3 Page	\$ 2,600	\$ 2,125	\$1,920	\$1,630
1/4 Page	\$ 1,980	\$ 1,630	\$1,455	\$1,230
1/6 Page	\$ 1,330	\$ 1,080	\$ 980	\$ 815
1/8 Page	\$ 960	\$ 775	\$ 710	\$ 610
1/16 Page	\$ 475	\$ 380	\$ 350	\$ 300



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...3.33" 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.



Full Page
Non-bleed
8.62" x 10.25"



Jr. Page
5.12" x 10.25"



1/2 Page
8.62" x 5.37"



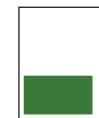
1/2 Page
6.87" x 6.75"



1/2 Page
5.12" x 8.5"



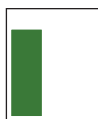
1/3 Page
8.62" x 3.56"



1/3 Page
6.87" x 4.5"



1/3 Page
5.12" x 6"



1/3 Page
3.33" x 8.5"



1/4 Page
8.62" x 2.62"



1/4 Page
6.87" x 3.33"



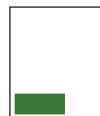
1/4 Page
5.12" x 4.5"



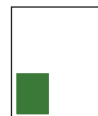
1/4 Page
3.33" x 6.75"



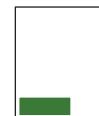
1/6 Page
6.87" x 2.25"



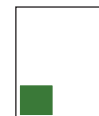
1/6 Page
5.12" x 3"



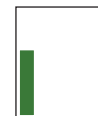
1/6 Page
3.33" x 4.5"



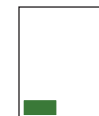
1/8 Page
5.12" x 2.25"



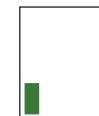
1/8 Page
3.33" x 3.30"



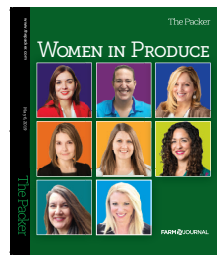
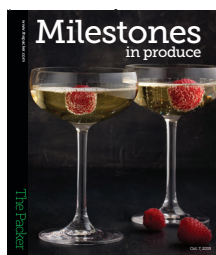
1/8 Page
1.56" x 6.75"



1/16 Page
3.33" x 1.68"



1/16 Page
1.56" x 3.33"



Print Ad Specifications

Print Digital Broadcast Events Research

FILE FORMAT

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

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

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

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

MECHANICAL SPECIFICATIONS:

Width of page: 10"

Depth of page: 21.5"

Bleed ads are not offered on Packer ads.

Materials accepted:

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

TABLOID MECHANICAL SPECIFICATIONS:

Width of Page: 8.62"

Depth of Page: 10.25"

Bleed offered on full pages.

Bleed size is 9.75" x 11.25",
trimming to 9.5" x 11".
Please keep live matter 0.5"
in from the bleed.

INSERTS SHIP TO:

The Sedalia Democrat

Attn: Henry Holtzclaw/The Packer
700 S. Massachusetts
Sedalia, MO 65301
(600) 826-1000

PLEASE SEND ALL AD MATERIALS TO:

Carlo Ignoffo

cignoffo@farmjournal.com
(847) 268-3299

COPY AND RATE POLICIES

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

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or 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 nondelivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.

Delinquent accounts may be subject to carrying charges for unpaid balance. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. If within a 12-month period from the date of the first insertion, advertisers do not use the amount of insertions upon which their billings have been based, the rate applicable for the amount of space placed will apply retroactive to the first insertion. Advertisers will be 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 percent per month carrying charge. No cash discounts. All rates payable in U.S. funds.

Editorial Calendar

Publish	Close	Section Calendar	Directory Calendar
1/6/2020	12/27/2019	Main Packer	
Bonus	12/23/2019	Apple Marketing	
GOPEX			
Convention			
Distribution			
1/13/2020	1/3/2020	Main Packer	
	12/30/2019	Organic Produce	
1/20/2020	1/10/2020	Main Packer	
	1/6/2020	Citrus Marketing	Software Sources I
	1/6/2020	California Asparagus	Washington Winter Apple Directory
1/27/2020	1/17/2020	Main Packer	
	1/13/2020	Mushroom Marketing	National Potato Directory
	1/13/2020	Imported Melons	National Citrus Directory
	1/13/2019	Sustainability / Going Green	
2/3/2020	1/24/2020	Main Packer	
	1/13/2020	Ontario Greenhouse Produce	National Mushroom Directory I Asparagus Directory
2/10/2020	1/31/2020	Main Packer	
	1/27/2020	Southern California Strawberries	West Mexico- Nogales Yellow Sheet Directory
	1/27/2020	Transportation	Chilean Spring Fruit Directory
	1/27/2020	Nuts, Dates & Dried Fruit	
2/17/2020	2/7/2020	Main Packer	
Bonus	2/3/2020	Pre SEPC- bonus SEPC distribution	California Strawberries Directory I
NGA	2/3/2020	Toronto KYM	National Fresh Garlic Directory I
Convention	2/3/2020	Packaging Update	National Transportation Directory
Distribution	2/3/2020	Mexican Produce	
2/24/2020	2/14/2020	Main Packer	
Bonus	2/10/2020	Potato Marketing	Michigan CA Apples Directory
SEPC	2/10/2020	Southeast Berries	Organic Produce Directory I
Convention	2/10/2020	California Carrots	
Distribution			
3/2/2020	2/21/2020	Main Packer	
	2/17/2020	Florida Spring Produce	Spring Avocado Directory
	2/17/2020	Texas Onions	Greenhouse Directory I
	2/17/2020	Mexican Mangos	

Editorial Calendar

	2/17/2020	Sustainability / Going Green	
3/9/2020	2/28/2020	Main Packer	
	2/24/2020	California Spring Vegetables	Texas Onion Directory
	2/24/2020	West Mexico Spring Produce	Florida Spring Produce Directory
	2/24/2020	Sweet Potato Marketing	Yuma Spring Produce Directory
3/16/2020	3/6/2020	Main Packer	
	3/2/2020	Florida Peach Marketing	Southern Sweet Potato Directory I
	3/2/2020	Peak Promotions: Cinco De Mayo	Mangos Directory
	3/2/2020	North American Ports	
	3/2/2020	Fresh Cut/Value-Added/Prepared Meals	
3/23/2020	3/13/2020	Main Packer	
	2/24/2020	California Avocado section (SLICK METRO)	California Sweet Potato Directory
	3/9/2020	Banana Marketing	Mexican Melons Directory
	3/9/2020	Food Safety / Traceability	
3/30/2020	3/20/2020	Main Packer	
	3/2/2020	<i>California Strawberry tabloid</i>	Desert Melons Directory
	3/16/2020	Texas Spring Produce	California Cherries Directory
	3/16/2020	Vidalia Onions	
	3/16/2020	Greenhouse Vegetables	
3/23/2020	2/07/2020	Fresh Trends Magazine	
ANNUAL PUBLICATION			
4/6/2020	3/27/2020	Main Packer	
	3/23/2020	Spring Marketing to Kids	California Strawberries Directory II
		Santa Maria Produce	Vidalia Onions Directory
4/13/2020	4/3/2020	Main Packer	
	3/30/2020	Pre Viva Fresh	California Apricots Directory
	3/30/2020	California Cherries	Florida Tomatoes Directory
	3/30/2020	Melon Marketing	
4/20/2020	4/10/2020	Main Packer	
	4/6/2020	Pre CPMA- bonus CPMA distribution	National Mushroom Directory II (Ran on 3/18 last year - different month!)
	2/28/2020	Tex Mex Fresh Connections magazine supplement	Desert Grape Directory
	3/23/2020	<i>Mexican Grape tabloid</i>	
	4/6/2020	Mango Marketing	
	4/6/2020	Salinas Valley Produce	
	4/6/2020	Kern County Produce	

Editorial Calendar

4/27/2020	4/17/2020	Main Packer	
<i>Bonus</i>	4/13/2020	California Summer Fruit	East Coast Watermelon Directory
<i>Viva Fresh</i>	4/13/2020	Tropical Fruit Marketing	Georgia Produce Directory
<i>Convention</i>	4/13/2020	Lemon & Limes Marketing	National Blueberries Directory
<i>Distribution</i>	4/13/2020	Organic Produce	Salinas Valley Vegetables Directory
	4/13/2020	Cold Storage/Cold Chain	
5/4/2020	4/24/2020	Main Packer	
	3/13/2020	Fair Trade USA	California Bell Peppers Directory
	4/6/2020	<i>Women In Produce tabloid</i>	Mexican Grapes Directory
	4/20/2020	Berries Marketing	Organic Produce Directory II
	4/20/2020	Colorado Know Your Market	
	4/20/2020	Desert Produce	
5/11/2020	5/1/2020	Main Packer	
<i>Bonus</i>	4/27/2020	Georgia Produce	California Summer Tomatoes Directory
<i>CPMA</i>	4/27/2020	Seeds of Change	Northwest Cherries Directory
<i>Convention</i>	4/27/2020	Onion Marketing	California Onion Directory
<i>Distribution</i>	4/27/2020	Papaya Marketing	
5/18/2020	5/8/2020	Main Packer	
	5/4/2020	Pepper Marketing	California Summer Fruit Directory (1st Run)
	5/4/2020	Arkansas Produce	Software Sources Directory II
	5/4/2020	Carolina Produce	New Jersey Produce Directory
			Georgia Produce Directory
5/25/2020	5/15/2020	Main Packer	
<i>Bonus</i>	4/27/2020	Fair Trade Fresh Connections magazine	Herbs & Specialties Directory
<i>West Coast</i>	4/27/2020	<i>Northwest Cherry tabloid</i>	
<i>Produce</i>	5/11/2020	Pre United Convention section	
<i>Distribution</i>	5/11/2020	<i>bonus United Fresh convention distribution</i>	
	5/11/2020	Florida Avocado	
6/1/2020	5/22/2020	Main Packer	
	5/18/2020	California Onion	Greenhouse Directory II
	5/18/2020	Peruvian Avocado	Fig Directory
	5/18/2020	Summer Citrus	
	5/18/2020	New Jersey Produce	
6/8/2020	5/29/2020	Main Packer	
	5/25/2020	Michigan Produce	California Summer Fruit Directory (2nd Run)
	5/25/2020	Ontario Field Produce	National Fresh Garlic Directory II
	5/25/2020	Westside California Melons	Ohio Vegetable Directory
	5/25/2020	New Mexico Onions	

Editorial Calendar

6/15/2020	6/5/2020	Main Packer	
Bonus United Fresh Convention Distribution	6/1/2020	Processing & Packaging technology	New Jersey Blueberries Directory
	6/1/2020	New Zealand Fruit Mktg	Westside Melons Directory
	6/1/2020	Specialties Mktg	Michigan Produce Directory
	6/1/2020	Summer Berries	
	6/1/2020	Mid Atlantic Produce	
	6/1/2020	Ohio Vegetables	
6/22/2020	6/12/2020	Main Packer	
	6/8/2020	Pre Organic Produce Summit section (7/8 & 7/9)	South Carolina Peaches Directory
	6/8/2020	Food Safety/Traceability section	Summer Transportation Directory
	6/8/2020	Los Angeles Know Your Market	California Peppers Directory
6/29/2020	6/19/2020	Main Packer	
	6/1/2020	California Grape tabloid	Gala Apples Directory
	6/15/2020	Chile Pepper Marketing	Quebec Produce Directory
	6/15/2020	Atlanta Know Your Market	NW Stone Fruit Directory
6/22/2020	5/15/2020	Organic Produce Market	
ANNUAL PUBLICATION			
7/6/2020	6/26/2020	Main Packer	
	6/22/2020	Washington/Oregon Potato	Delano Grapes Directory
	6/22/2020	Fig Marketing	Oregon Berries Directory
			California Pears Directory
7/13/2020	7/3/2020	Main Packer	
Bonus FPFC Convention Distribution	6/15/2020	Foodservice Report tabloid bonus PMA Foodservice distribution	Washington & Oregon Potatoes Directory
	6/29/2020	New York State Produce	California Strawberries Directory III
	6/29/2020	Sustainability / Going Green	Fresno Grape Directory
	6/29/2020	Produce Beverages	
7/20/2020	7/10/2020	Main Packer	
	7/6/2020	Garlic & Herb Marketing	Software Sources Directory III
	7/6/2020	Chilean Citrus	
	7/6/2020	Locally Grown Marketing	
	7/6/2020	Ohio KYM	
7/27/2020	7/17/2020	Main Packer	
Bonus PMA Foodservice Convention Distribution	7/13/2020	California Lettuce & Leaf	Del-Mar Watermelon Directory
	7/13/2020	Late Season Berries	Granny Smith Apples Directory
	7/13/2020	Peruvian Asparagus	California Fall Tomatoes Directory
	7/13/2020	Washington/Oregon Onions	

Editorial Calendar

8/3/2020	7/24/2020	Main Packer	
<i>Bonus</i>	7/20/2020	Wisconsin Potato	National Mushrooms Directory III
<i>QPMA</i>	7/20/2020	Quebec Produce	Organic Produce Directory III
<i>Convention</i>			Peruvian Asparagus Directory
<i>Distribution</i>			Washington Onions Directory
<i>tentative</i>			
8/10/2020	7/31/2020	Main Packer	
	7/13/2020	<i>Mushroom Marketing tabloid</i>	Greenhouse Directory III
	7/27/2020	Marketing to Kids- Fall	National Peppers Directory
	7/27/2020	Baltimore / Washington DC KYM	Wisconsin Potato Directory
	7/27/2020	Fall Avocado Marketing	
	7/27/2020	Pumpkins/Squash/Ornamentals	
8/17/2020	8/7/2020	Main Packer	
	7/20/2020	<i>Packaging Report tabloid</i>	Virginia Apple Directory
	8/3/2020	Colorado Produce	California Fall Grapes Directory
	8/3/2020	Idaho/E. Oregon Onions	NW Pear Directory
	8/3/2020	Philadelphia KYM	
	8/3/2020	Organic Produce	
8/24/2020	8/14/2020	Main Packer	
<i>Bonus</i>	8/10/2020	Transportation Services	Georgia Fall Produce Directory
<i>NEPC</i>	8/10/2020	Eastern Apples	Idaho/E. Oregon Onions Directory
<i>Convention</i>	8/10/2020	Southern Sweet Potatoes	
<i>Distribution</i>	8/10/2020	Twin City Know Your Market	
8/31/2020	8/21/2020	Main Packer	
	8/3/2020	<i>Northwest Pears tabloid</i>	California Sweet Potato Directory
	8/17/2020	Fall Tropicals	Colorado Potato Directory
	8/17/2020	Michigan Apples	Eastern Apples Directory
	8/17/2020	Boston KYM	National Potato Directory
	8/17/2020	Pre NEPC	
9/7/2020	8/28/2020	Main Packer	
	8/10/2020	<i>California Fall Fruits tabloid</i>	Southern Sweet Potato Directory II
	8/24/2020	Michigan KYM	Washington Apple Directory
	8/24/2020	South American Mangos	Michigan Apples Directory I
9/14/2020	9/4/2020	Main Packer	
	8/17/2020	<i>Washington Apple tabloid</i>	National Tomato Directory
	8/31/2020	San Luis Potatoes	Nuts, Dates & Dried Fruit Directory
	8/31/2020	Cranberries Marketing	
	8/31/2020	Peruvian Onions	

Editorial Calendar

	8/31/2020	Mexican Greenhouse Produce	
	8/31/2020	Pomegranate Marketing	
9/21/2020	9/11/2020	Main Packer	
	9/7/2020	Montreal KYM	Persimmons & Pomegranates Directory
	9/7/2020	St. Louis KYM	National Fresh Garlic Directory III
	9/7/2020	Kiwifruit Marketing	
	9/7/2020	Nuts / Dates/ Dried Fruit	
9/28/2020	9/18/2020	Main Packer	
	9/14/2020	Pre PMA convention section <i>bonus PMA hotel distribution</i>	Fall Avocado Directory
			Idaho Potatoes Directory
			Kiwifruit Directory
10/5/2020	9/25/2020	Main Packer	
	9/7/2020	<i>Milestones tabloid</i>	Michigan Apples Directory II
	9/21/2020	Northern California KYM	
	9/21/2020	North Carolina Sweet Potato	
	9/21/2020	Food Safety / Traceability	
	9/21/2020	Banana Marketing	
	9/21/2020	Red River Valley Potatoes	
10/5/2020	8/28/2020	Produce Market Guide	
ANNUAL PUBLICATION			
10/12/2020	10/2/2020	Main Packer	
<i>Bonus PMA Convention Distribution</i>	9/14/2020	<i>The Packer 25 tabloid</i>	Ventura County Vegetables Directory
	9/28/2020	Juices / Cider / Beverages	Organic Produce Directory IV
10/19/2020	10/9/2020	Main Packer	
	10/5/2020	California / Arizona Citrus	
	10/5/2020	Idaho Potatoes	
	10/5/2020	Heartland KYM	
10/26/2020	10/16/2020	Main Packer	
	10/12/2020	Packaged Salad Marketing	National Mushroom Directory IV
	10/12/2020	Chilean Blueberries	North Carolina Sweet Potato Directory
	10/12/2020	Peak Promotions: Holiday Season Marketing	California Citrus Directory
11/2/2020	10/23/2020	Main Packer	
	10/19/2020	New York City KYM	Mexican Melons Directory
	10/19/2020	Maine Potatoes	Software Sources Directory IV

Editorial Calendar

	10/19/2020	Organic Produce	
	10/19/2020	Florida Fall Produce	
11/9/2020	10/30/2020	Main Packer	
	10/26/2020	California Winter Desert Vegetables	Florida Fall Produce Directory
	10/26/2020	Potatoes & Onions Marketing	
	10/26/2020	Connecticut KYM	
	10/26/2020	Texas Citrus	
	10/26/2020	Mexican Avocados	
11/16/2020	11/6/2020	Main Packer	
	11/2/2020	Indianapolis KYM	Greenhouse Directory IV
	11/2/2020	Chilean Produce	
	11/2/2020	Florida Citrus	
	11/2/2020	Tex-Mex Winter Produce	
11/23/2020	11/13/2020	Main Packer	
	10/26/2020	<i>West Mexico Winter Produce tabloid</i>	Chilean Winter Fruit Directory
	11/9/2020	North American Ports	
	11/9/2020	Packaging Update	
11/30/2020	11/20/2020	Main Packer	
	11/16/2020	Pre NY Produce Expo section	National Fresh Garlic Directory IV North Carolina Sweet Potato Directory
	11/16/2020	Ethnic Marketing	
	11/16/2020	Florida Tomatoes	
12/7/2020	11/27/2020	Main Packer	
	11/23/2020	Chicago KYM	West Mexico- Nogales Yellow Sheet Directory
	11/23/2020	Potatoes Marketing	
	11/23/2020	Peak Promotions: Super Bowl Marketing	
	11/23/2020	Pallets / Returnable Containers	
12/14/2020	12/4/2020	Main Packer	
	11/30/2020	Central American / Caribbean Produce	
	11/30/2020	Western Greenhouse Produce	
12/21/2020	12/11/2020	Main Packer	
ANNUAL PUBLICATION	11/13/2020	Fresh Trends Organic magazine sent in Packer	
	12/7/2020	Florida Strawberries	
12/28/2020	12/18/2020	Main Packer	
ANNUAL PUBLICATION	11/20/2020	PBH Supplement sent in Packer	Florida Strawberry Directory
	12/14/2020	The Year In Produce	
	12/14/2020	Milwaukee Know Your Market	
	12/14/2020	Health Lifestyle Marketing	

The Packer Directories

Print Digital Broadcast Events Research

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

SAMPLE OF PRINT DIRECTORY



WHAT'S INCLUDED?

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

DIRECTORY RATES

Directory ads appear in black plus two colors of your choice. See our media kit calendar for the 2019 Directory Schedule.

DIRECTORY SPECIFICATIONS

Unit	Size	Gross
1-Box	2.37"w×3.75"h	\$ 670
2-Box Vertical	2.37"w×7.75"h	\$1,240
2-Box Horizontal	4.75"w×3.75"h	\$1,240
4-Box Square	4.75"w×7.75"h	\$2,350

Classified Ads

Print Digital Broadcast Events Research

4 great packages to choose from!

NEW AND IMPROVED
CLASSIFIED AD RATES

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

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

Prepayment is required at the time of approval.

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

1x3**\$338**FOR TWO
CONSECUTIVE
WEEKSactual size of ad is
1.52" x 3"**2x2.5****\$465**FOR TWO
CONSECUTIVE WEEKS

actual size of ad is 3.2" x 3"

3x4.5**\$1,232**FOR TWO
CONSECUTIVE WEEKSAdd 1 spot color for an additional \$150
or full color for \$350

actual size of ad is 4.91" x 4.5"

2x4.5**\$722**FOR TWO
CONSECUTIVE WEEKS

actual size of ad is 3.22" x 4.5"

Packages are not available for employment or recruitment ads.

Custom Projects

Print Digital Broadcast Events Research

CUSTOM INSERT

An exclusive removable 1-page resource inserted into The Packer to promote your brand or event.

- 2-sided insert (standard 8.5 x 11)
- High-impact, 4-color, 80# gloss text stock
- 5,000 extra copies sent to you for your use
- Layout may be provided by client
- Layout, content design and development may be provided by The Packer



FOCUS REPORTS

Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes three pages of ads. Topics should be relevant to industry issues and actionable.

- 8-page gatefold insert, designed to be a removable resource
- Five pages of content, three pages for brand messaging
- High-impact, 4-color, 80# gloss text stock
- Up to 5,000 copies bulk distributed to one location



ALSO OFFERED

Advertorials
Content marketing
Custom publishing

OTHER FARM JOURNAL PUBLICATIONS

DROVERS
Driving the Beef Market

Dairy Herd
Management

MILK **Top Producer**

AGPRO
Defining Business Solutions

PORK **BOVINE VETERINARIAN**

FARM JOURNAL
THE FARMER'S FAVORITE

Pre-Front Page Opportunities

Print Digital Broadcast Events Research

Make Your Advertising Message a Front-Page Headline

The largest, most impactful ad spaces available in The Packer are the A1 Wrap, the Cover Wrap and the Page 1 Spadia.

THE A1 WRAP

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

3 Pages of Total Ad Space

Note: The Packer flag must appear at the top on the front of each type of these specialty ad units.

FALSE COVER

The False Cover ad unit covers the entire front section of The Packer. This too is a dramatic and impactful ad space. Your ad will be seen by every reader.

2 Pages of Total Ad Space

PAGE-1 SPADIA

The Page-1 Spadia is a 1/2 page flap over the front page of The Packer. This spadia includes both the front and the inside front of the half-page cover for your advertising message.

1 Page of Total Ad Space

RATES

	Rate	Specs
A1 Wrap	\$26,500	front side of wrap is 10" x 18" inside of wrap is 10" x 21.5" back of wrap is 10" x 21.5"
Page 1 Spadia	\$12,000	front side of flap is 5" x 17.5" back side of flap is 5" x 21.5"
False Cover	\$9,500	front side of flap is 5" x 17.5" back side of flap is 5" x 21.5" inside of flap is 10" x 21.5"



Front-page Advertising

Print Digital Broadcast Events Research

Make Your Advertising Message a Front-Page Headline

FRONT-PAGE BANNER AD

Your ad at the bottom of the front page

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

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

ACTUAL SIZE: 10" x 1.75"

18,000+ DISTRIBUTION

FRONT COVER LABELS

Receive front-page impact from your advertising investment

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

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

**OTHER SPECIAL
FEATURES AVAILABLE
UPON REQUEST**

Print Advertising Rates

Print Digital Broadcast Events

Fresh Trends



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

PUBLISH DATE: 3/23/20

AD SPACE DEADLINE: 2/7/20

UNIQUE AND INFORMATIVE CONTENT

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

SUPERIOR DISTRIBUTION

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

OUTSTANDING ADVERTISER VALUE

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



UNIT RATES

(Black & White)

SPREAD	\$10,130
Full Page	\$ 5,060
2/3 Page	\$ 4,240
1/2 Island	\$ 4,000
1/2 Page	\$ 3,445
1/3 Page	\$ 2,170
1/4 Page	\$ 1,770
1/6 Page	\$ 1,120
1/12 Page	\$ 610

COLOR RATES

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

Color charged per page on spreads.

PREMIUM POSITION RATES

Back Cover	\$12,250
Inside Front	\$ 7,490
Inside Back	\$ 7,875

INSERT RATES

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

PUBLICATION SPECIFICATIONS

Magazine size: 3-column format

Printing: Web offset, coated enamel stock

Binding: Saddle stitched

Non-bleed page size: 7" x 10"

Bleed page size: 8" x 10.75"
(keep live matter at least 0.5" in from bleed edges)

Final trim: 7.75" x 10.5"

Color: All color made from CMYK process

MATERIALS ACCEPTED

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



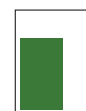
Spread
Bleed: 15.75"x10.75"
Trim: 15.5"x10.5"



Full Page
Non-Bleed
7" x 10"



2/3 Page
4.5" x 10"



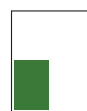
Island
4.5" x 7.5"



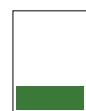
1/2 Page
7" x 4.87"



1/3 Page
2.12" x 10"



1/3 Page
4.5" x 4.87"



1/3 Page
7" x 3.25"



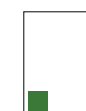
1/4 Page
4.5" x 3.75"



1/6 Page
2.12" x 4.87"



1/6 Page
4.5" x 2.5"



1/12 Page
2.12" x 2.37"

3-COLUMN FORMAT 1 column...2.25" 2 columns...4.5" 3 columns...7"

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 (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778

Print Advertising Rates

Print Digital Broadcast Events Research

Organic Fresh Trends



Find out what consumers think of organic produce with The Packer's Organic Fresh Trends magazine. Organic Fresh Trends features an annual consumer research study on the top 10 organic commodities nationwide, including consumer attitudes about fruits and vegetables, so retailers can plan accordingly. Published annually in December.

PUBLISH DATE: 12/21/20
AD SPACE DEADLINE: 11/13/20

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 all Packer subscribers. The publication is mailed under a separate cover.

TELL YOUR ORGANIC STORY

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



UNIT RATES

(Black & White)

SPREAD	\$10,130
Full Page	\$ 5,060
1/2 Page	\$ 3,445

COLOR RATES

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

Color charged per page on spreads.

PREMIUM POSITION RATES

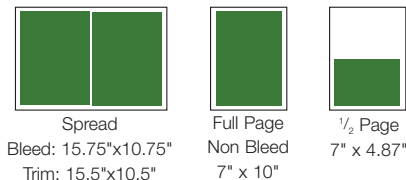
Back Cover	\$12,250
Inside Front	\$ 7,490
Inside Back	\$ 7,875

INSERT RATES

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

PUBLICATION SPECIFICATIONS

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



MATERIALS ACCEPTED

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

3-COLUMN FORMAT 1 column...2.25" 2 columns...4.5" 3 columns...7"

Print Advertising Rates

Print Digital Broadcast Events Research

Produce Market Guide

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

The Produce Market Guide is received by all Packer subscribers.

PUBLISH DATE: 10/5/20

FIRST AD SPACE DEADLINE: 9/3/20



UNIT RATES (Black & White)

SPREAD	\$ 11,120
Full Page	\$ 5,555
Island	\$ 4,130
1/2 Page	\$ 3,415
1/3 Page	\$ 2,870
1/4 Page	\$ 2,270
1/8 Page	\$ 1,515
1/16 Page	\$ 820

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 ...	\$14,280
Inside Front ...	\$11,300
Inside Back ...	\$10,130
Divider	\$13,115

INSERT RATES

2-page	\$7,955
--------------	---------

Other options, call for quote.



PUBLICATION SPECIFICATIONS

Magazine size: 4-column format

Printing: Web offset, coated enamel stock

Binding: Perfect

Non-bleed: 14.5" x 10"

Bleed size: 15.5" x 10.5"

Non-bleed page size: 7" x 10"

Bleed page size: 8" x 10.75"



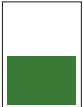
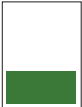




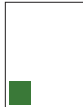

(keep live matter at least 0.5" in from bleed edges)

Final trim: 7.75" x 10.5"

Color: All color made from CMYK

MATERIALS ACCEPTED

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

						
Full Page 7" x 10"	Island 5.18" x 6.66"	1/2 Page 3.37" x 10"	1/2 Page 7" x 4.87"	1/3 Page 7" x 3.25"	1/3 Page 3.37" x 6.62"	1/4 Page 1.56" x 10"
						
1/4 Page 3.37" x 4.87"	1/4 Page 7" x 2.37"	1/4 Page 5.18" x 3.33"	1/8 Page 1.56" x 4.87"	1/8 Page 3.37" x 2.37"	1/16 Page 1.56" x 2.37"	1/16 Page 3.37" x 1.25"

4-COLUMN FORMAT

1 column...1.56"
3 columns...5.18"

2 columns...3.37"
4 columns...7"

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 (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778

Print Advertising Rates

Print Digital Broadcast Events Research

2020 Organic Produce Market Guide

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

PUBLISH DATE: 6/22/20

AD SPACE DEADLINE: 5/1/20

UNIT RATES

(Black & White)

SPREAD	\$10,030
Full Page	\$ 5,010
2/3 Page	\$ 4,200
1/2 Island	\$ 3,960
1/2 Page	\$ 3,410
1/3 Page	\$ 2,150
1/4 Page	\$ 1,750
1/6 Page	\$ 1,110
1/12 Page	\$ 600

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	\$12,370
Inside Front	\$11,060
Inside Back	\$ 7,955

INSERT RATES

2-page	\$7,565
--------------	---------

Other options, call for quote.



PUBLICATION SPECIFICATIONS

Magazine size: 3-column format

Printing: Web offset, coated enamel stock

Binding: Perfect

Spread size: 15.5" x 10.5"

Bleed: 15.75" x 10.75"

Non-bleed page size: 7" x 10"

Bleed page size: 8" x 10.75"

(keep live matter at least 0.5" in from bleed edges)

Final trim: 7.75" x 10.5"

Color: All color made from CMYK process

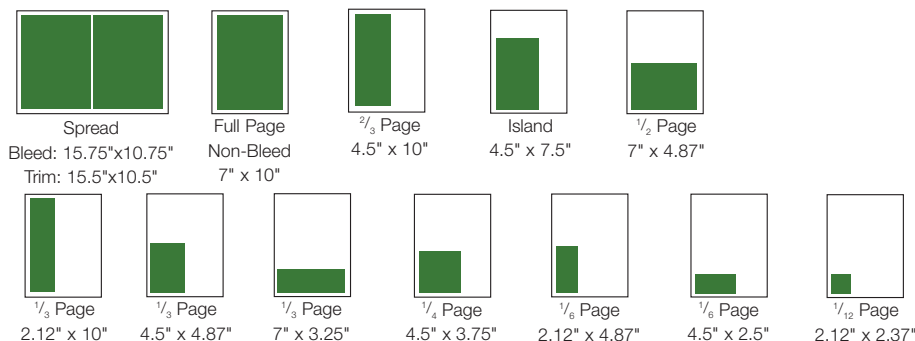
MATERIALS ACCEPTED

For digital magazine specifications and approved

file formats, see The Packer Online at

www.thepacker.com or contact Joelle Stephens at

jstephens@thepacker.com for an emailed copy.



3-COLUMN FORMAT 1 column...2.25" 2 columns...4.5" 3 columns...7"

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 (314) 327-6758
 Brian Woods, bwoods@thepacker.com (913) 438-0778

Print Advertising Rates

Print Digital Broadcast Events Research

Produce For Better Health

Don't miss this amazing opportunity to promote your brand to more than 83,000 readers with influence over the consumption of fruits and vegetables all while supporting the PBH goals of increasing awareness and education. It's a win-win for everyone involved.

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

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

Distribution

PRINT:

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

DIGITAL –

Digital edition available on ThePacker.com
Promoted in The Packer A.M. to 70,000+
Promoted in PBH eNewsletter to 1,500+

PUBLISH DATE: 12/28/20
AD SPACE DEADLINE: 11/13/20



With every page of advertising The Packer sells, PBH receives a page of content to promote their industry message.

UNIT RATES

(all 4-color)

Full Page	\$7,440
2/3 Page	\$6,130
1/2 Page	\$4,940
1/3 Page	\$3,730
1/4 Page	\$2,860
1/16 Page	\$2,080

PREMIUM

POSITION RATES

Back Cover . . .	\$9,575
Inside Front . . .	\$9,220
Inside Back . . .	\$8,830

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

PUBLICATION SPECIFICATIONS

Magazine size: 3-column format

Printing: Web offset, coated enamel stock

Binding: Saddle stitched

Non-bleed page size: 7" x 9.5"

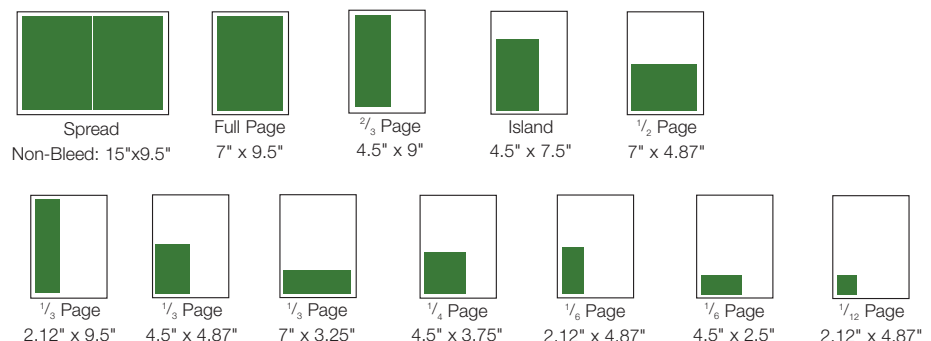
Bleed page size: 8.125" x 10.25"
(keep live matter at least 0.5" in from bleed edges)

Final trim: 7.875" x 10"

Color: All color made from CMYK Process

MATERIALS ACCEPTED

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



3-COLUMN FORMAT 1 column...2.25" 2 columns...4.5" 3 columns...7"

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 (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778

A who's who and what's what guide to policies and procedures.

WHAT IS NEWS?

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

PICTURE THIS

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

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

GETTING MATERIALS TO US

If you want to send us news about your company: **E-MAIL:** news@thepacker.com

MAIL: News release, Attn: The Packer, 8725 Rosehill Rd. Suite 200, Lenexa, KS 66215

OVERNIGHT DELIVERIES should be sent to: News Editor Chris Koger, 8725 Rosehill Rd, Suite 200, Lenexa, KS 66215;

PHONE: (913) 438-0783.

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 Joelle Stephens at (913) 438-0727 or visit www.thepacker.com.

RULES OF THE ROAD

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

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

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

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 Editor Tom Karst at (913) 438-0769.

ANNUAL MAGAZINE EDITIONS:

For questions or comments about The Produce Market Guide or Fresh Trends, contact Editor Tom Karst at (913) 438-0769.

PHOTOS AND GRAPHICS:

For technical or content questions, call Copy Chief Amelia Friedline at (913) 438-0632.

STORY/PHOTO REPRINTS:

For questions or comments about the overall publication, or to address an unresolved concern, contact Editor Tom Karst at (913) 438-0769.

MEET THE PACKER



TOM KARST

EDITOR-IN-CHIEF

email: tkarst@thepacker.com

phone: (913) 438-0769

web: www.tinyurl.com/freshtalkblog

twitter: www.twitter.com/tkarst



CHRIS KOGER

NEWS EDITOR

email: ckoger@thepacker.com

phone: (913) 438-0783

twitter: www.twitter.com/ckoger1



BROOKE PARK

Digital Web Producer

email: bpark@thepacker.com

phone: (913) 438-0645



AMELIA FREIDLINE

COPY CHIEF

email: afreidline@thepacker.com

phone: (913) 438-0632

twitter: www.twitter.com/amelia_edits



ASHLEY NICKLE

RETAIL EDITOR

email: anickle@thepacker.com

phone: (913) 438-0781



AMY SOWDER

Northeast Editor

email: asowder@thepacker.com

phone: (718) 490-4458

ABOUT FARM JOURNAL

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

The Packer

IS A PUBLICATION OF

FARM  **JOURNAL**

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 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.