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 has also 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

The Packer
A Letter from the Publisher
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.

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.

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.

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

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
TEX MEX FRESH CONNECTIONS ANNUAL SUPPLEMENT
ORGANIC FRESH TRENDS ANNUAL SUPPLEMENT
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.

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

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

**CIRCULATION QUALITY**

<table>
<thead>
<tr>
<th>Total Qualified Circulation</th>
<th>Qualified Within 1 Year</th>
<th>Direct Request</th>
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<tbody>
<tr>
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<td>PRODUCE NEWS 16,520</td>
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</tr>
<tr>
<td>THE PACKER 13,038</td>
<td>PRODUCE NEWS 2,740</td>
<td></td>
</tr>
<tr>
<td>THE PACKER 10,908</td>
<td>PRODUCE NEWS 2,193</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL REACH**

- THE PACKER: 18,022
- PRODUCE NEWS: 16,520
- Retailers: 10,261
- Wholesalers/Distributors: 3,295
- Foodservice: 1,575
- Growers/Shippers: 2524

Source: Alliance for Audited Media
### Print Advertising Rates

#### GROSS FREQUENCY RATES (Black & White)

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<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>26x</th>
<th>52x</th>
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<tr>
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<td>$12,290</td>
<td>$12,000</td>
<td>$10,060</td>
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<td>$6,625</td>
<td>$6,010</td>
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<td>$4,175</td>
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<td>$6,170</td>
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<td>$5,320</td>
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<td>$2,525</td>
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<td>$1,710</td>
<td>$1,535</td>
<td>$1,290</td>
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<td>$1,290</td>
<td>$1,155</td>
<td>$980</td>
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<tr>
<td>1/12 Page</td>
<td>$1,060</td>
<td>$865</td>
<td>$785</td>
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<td>Open Inch</td>
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<td>$80</td>
<td>$80</td>
<td>$70</td>
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<tr>
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<td>$7,410</td>
<td>$6,450</td>
<td>$6,040</td>
<td>$5,400</td>
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</tbody>
</table>

*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 black.

**6-Column Format**

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<th>3 col...4.91&quot;</th>
<th>4 col...6.61&quot;</th>
<th>5 col...8.3&quot;</th>
<th>6 col...10&quot;</th>
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<td>FRONT PAGE</td>
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<tr>
<td>Full Page</td>
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<tr>
<td>1/4 Page</td>
<td>8.3&quot; x 17.12&quot;</td>
<td>6.61&quot; x 21.5&quot;</td>
<td>6.61&quot; x 15&quot;</td>
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<td>8.3&quot; x 14.33&quot;</td>
<td>10&quot; x 5.37&quot;</td>
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<td>4.91&quot; x 7.16&quot;</td>
<td>6.61&quot; x 5.37&quot;</td>
<td>6.61&quot; x 4.03&quot;</td>
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<td></td>
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**THE PACKER INSERTS**

#### INSERT RATES

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

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

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)

<table>
<thead>
<tr>
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<th>13x</th>
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<th>52x</th>
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</thead>
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<td>$5,450</td>
<td>$4,925</td>
<td>$4,120</td>
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<tr>
<td>Jr. Pg</td>
<td>$5,760</td>
<td>$4,620</td>
<td>$4,235</td>
<td>$3,585</td>
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<td>$3,885</td>
<td>$3,185</td>
<td>$2,875</td>
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<td>1/3 Page</td>
<td>$2,600</td>
<td>$2,125</td>
<td>$1,920</td>
<td>$1,630</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,980</td>
<td>$1,630</td>
<td>$1,455</td>
<td>$1,230</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,330</td>
<td>$1,080</td>
<td>$980</td>
<td>$815</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$960</td>
<td>$775</td>
<td>$710</td>
<td>$610</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$475</td>
<td>$380</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>

GROSS COLOR RATES

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

Process color or spot color from process.

5-COLUMN FORMAT

1 col...1.56"  2 col...3.33"  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.
Print Ad Specifications

**FILE FORMAT**

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

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

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

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

**MECHANICAL SPECIFICATIONS:**

Width of page: 10”
Depth of page: 21.5”
Bleed ads are not offered on Packer ads.

**Materials accepted:**

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

**TABLET 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 severely 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 severely liable for such monies as are due and payable to the publisher. If within a 12-month period from the date of the first insertion, advertisers do not use the amount of insertions upon which their billings have been based, the rate applicable for the amount of space placed will apply retroactive to the first insertion. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate.

All invoices are net 30 days. Invoices not paid 30 days after mailing are subject to a 1.5 percent per month carrying charge. No cash discounts. All rates payable in U.S. funds.
## Editorial Calendar

<table>
<thead>
<tr>
<th>Publish</th>
<th>Close</th>
<th>Section Calendar</th>
<th>Directory Calendar</th>
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<tbody>
<tr>
<td>1/6/2020</td>
<td>12/27/2019</td>
<td>Main Packer</td>
<td></td>
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<tr>
<td></td>
<td>12/23/2019</td>
<td>Apple Marketing</td>
<td></td>
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<td>12/30/2019</td>
<td>Organic Produce</td>
<td></td>
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<td>1/13/2020</td>
<td>1/3/2020</td>
<td>Main Packer</td>
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<td>1/20/2020</td>
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<td>Main Packer</td>
<td>Software Sources I</td>
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<td>National Potato Directory</td>
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<td>1/13/2020</td>
<td>Mushroom Marketing</td>
<td>National Citrus Directory</td>
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<td>Imported Melons</td>
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<tr>
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<td>1/3/2019</td>
<td>Sustainability / Going Green</td>
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<td>1/24/2020</td>
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<td>National Mushroom Directory I</td>
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<td>West Mexico- Nogales Yellow Sheet Directory</td>
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<td>Chilean Spring Fruit Directory</td>
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<td>1/27/2020</td>
<td>Nuts, Dates &amp; Dried Fruit</td>
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<td>2/17/2020</td>
<td>2/7/2020</td>
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<td>2/3/2020</td>
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<td>2/3/2020</td>
<td>Toronto KYM</td>
<td>National Fresh Garlic Directory I</td>
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<td>2/3/2020</td>
<td>Packaging Update</td>
<td>National Transportation Directory</td>
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<td>2/3/2020</td>
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<td>2/24/2020</td>
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<td>Organic Produce Directory I</td>
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<td>2/17/2020</td>
<td>Florida Spring Produce</td>
<td>Spring Avocado Directory</td>
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<td>2/17/2020</td>
<td>Texas Onions</td>
<td>Greenhouse Directory I</td>
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<tr>
<td></td>
<td>2/17/2020</td>
<td>Mexican Mangos</td>
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## Editorial Calendar

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<th>Date</th>
<th>Topic</th>
<th>Directory</th>
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<tbody>
<tr>
<td>2/17/20</td>
<td>Sustainability / Going Green</td>
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</tr>
<tr>
<td>3/9/20</td>
<td>2/28/20 Main Packer</td>
<td>Texas Onion Directory</td>
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<tr>
<td>2/24/20</td>
<td>California Spring Vegetables</td>
<td>Florida Spring Produce Directory</td>
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<td>2/24/20</td>
<td>West Mexico Spring Produce</td>
<td>Yuma Spring Produce Directory</td>
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<td>3/16/20</td>
<td>3/6/20 Main Packer</td>
<td>Southern Sweet Potato Directory I</td>
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<tr>
<td>3/2/20</td>
<td>Florida Peach Marketing</td>
<td>Mangos Directory</td>
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<td>3/2/20</td>
<td>Peak Promotions: Cinco De Mayo</td>
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<td>3/2/20</td>
<td>North American Ports</td>
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<td>3/2/20</td>
<td>Fresh Cut/Value-Added/Prepared Meals</td>
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<td>2/24/20</td>
<td>California Avocado section (SLICK METRO)</td>
<td>Mexican Melons Directory</td>
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<td>Banana Marketing</td>
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<td>3/9/20</td>
<td>Food Safety / Traceability</td>
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<td>3/20/20 Main Packer</td>
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<td>California Cherries Directory</td>
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<td>3/16/20</td>
<td>Texas Spring Produce</td>
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<tr>
<td>3/16/20</td>
<td>Vidalia Onions</td>
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<td>3/16/20</td>
<td>Greenhouse Vegetables</td>
<td></td>
</tr>
<tr>
<td>3/23/20</td>
<td>2/07/20 Fresh Trends Magazine</td>
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<td>3/27/20 Main Packer</td>
<td>California Strawberries Directory II</td>
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<td>Spring Marketing to Kids</td>
<td>Vidalia Onions Directory</td>
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<td>4/3/20 Main Packer</td>
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<td>3/30/20</td>
<td>Pre Viva Fresh</td>
<td>California Apricots Directory</td>
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<tr>
<td>3/30/20</td>
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<td>Florida Tomatoes Directory</td>
</tr>
<tr>
<td>3/30/20</td>
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### Bonus PMA hotel distribution

- 9/14/2020: Fall Avocado Directory
- 9/14/2020: Idaho Potatoes Directory
- 9/14/2020: Kiwifruit Directory

### Milestones tabloid

- 9/7/2020: Michigan Apples Directory II

### The Packer 25 tabloid

- 9/14/2020: Ventura County Vegetables Directory

### ANNUAL PUBLICATION

- 10/12/2020: Main Packer
- 10/19/2020: Main Packer
- 10/26/2020: Main Packer
- 11/2/2020: Main Packer

- 10/19/2020: New York City KYM
- 10/23/2020: Maine Potatoes

- 10/26/2020: National Mushroom Directory IV
- 10/12/2020: North Carolina Sweet Potato Directory
- 10/12/2020: California Citrus Directory
- 10/5/2020: Heartland KYM

- 10/23/2020: Mexican Melons Directory
- 10/19/2020: Software Sources Directory IV

### Distribution

- 10/12/2020: The Packer 25 tabloid
- 10/19/2020: The Packer 25 tabloid
- 10/26/2020: The Packer 25 tabloid

### Additional Notes

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<td>Florida Strawberries</td>
</tr>
<tr>
<td>12/14/2020</td>
<td>PBH Supplement sent in Packer</td>
</tr>
<tr>
<td>12/14/2020</td>
<td>The Year In Produce</td>
</tr>
<tr>
<td>12/14/2020</td>
<td>Milwaukee Know Your Market</td>
</tr>
<tr>
<td>12/28/2020</td>
<td>Main Packer</td>
</tr>
<tr>
<td>11/20/2020</td>
<td>PBH Supplement sent in Packer</td>
</tr>
<tr>
<td>12/28/2020</td>
<td>Florida Strawberry Directory</td>
</tr>
<tr>
<td>12/7/2020</td>
<td>West Mexico- Nogales Yellow Sheet Directory</td>
</tr>
</tbody>
</table>

### ANNUAL PUBLICATION

- **11/13/2020**: Fresh Trends Organic magazine sent in Packer
- **12/18/2020**: Florida Strawberries
- **11/20/2020**: PBH Supplement sent in Packer
- **12/14/2020**: The Year In Produce
- **12/14/2020**: Milwaukee Know Your Market
- **12/14/2020**: Health Lifestyle Marketing

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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
Smaller ads make a **BIG** impact when placed in The Packer Directories, which are specific to commodities and regions. Advertise in The Packer Directories and you’ll enjoy these important benefits:

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

**WHAT’S INCLUDED?**

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

**DIRECTORY RATES**

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

**DIRECTORY SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Size</th>
<th>Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Box</td>
<td>2.37&quot;w x 3.75&quot;h</td>
<td>$ 670</td>
</tr>
<tr>
<td>2-Box Vertical</td>
<td>2.37&quot;w x 7.75&quot;h</td>
<td>$1,240</td>
</tr>
<tr>
<td>2-Box Horizontal</td>
<td>4.75&quot;w x 3.75&quot;h</td>
<td>$1,240</td>
</tr>
<tr>
<td>4-Box Square</td>
<td>4.75&quot;w x 7.75&quot;h</td>
<td>$2,350</td>
</tr>
</tbody>
</table>
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-commisionable and are billed at the gross rate.

4 great packages to choose from!

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>For Two Consecutive Weeks</th>
<th>Actual Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x3</td>
<td>$338</td>
<td>$338</td>
<td>1.52&quot; x 3&quot;</td>
</tr>
<tr>
<td>2x2.5</td>
<td>$465</td>
<td>$465</td>
<td>3.2&quot; x 3&quot;</td>
</tr>
<tr>
<td>2x4.5</td>
<td>$722</td>
<td>$722</td>
<td>3.22&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>3x4.5</td>
<td>$1,232</td>
<td>$1,232</td>
<td>4.91&quot; x 4.5&quot;</td>
</tr>
</tbody>
</table>

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

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  Dairy Herd  Milk Top Producer  AGPRO  PORK  Veterinary Journal  Farm Journal

thepacker.com

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

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
<th>Specs</th>
</tr>
</thead>
</table>
| 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
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 |
| 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 |

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.
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)

<table>
<thead>
<tr>
<th>Spread</th>
<th>$10,130</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$ 5,060</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$ 3,445</td>
</tr>
</tbody>
</table>

COLOR RATES

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

Color charged per page on spreads.

PREMIUM POSITION RATES

<table>
<thead>
<tr>
<th>Back Cover</th>
<th>$12,250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$ 7,490</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$ 7,875</td>
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</table>

INSERT RATES

<table>
<thead>
<tr>
<th>2-page</th>
<th>$7,415</th>
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<tbody>
<tr>
<td>SPREAD</td>
<td>$10,130</td>
</tr>
<tr>
<td>Full Page</td>
<td>$ 5,060</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$ 3,445</td>
</tr>
</tbody>
</table>

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.
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)

<table>
<thead>
<tr>
<th>SPREAD</th>
<th>$</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5,555</td>
</tr>
<tr>
<td>Island</td>
<td>4,130</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,415</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2,870</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,270</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>1,515</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>820</td>
</tr>
</tbody>
</table>

COLOR RATES

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

Color charged per page on spreads.

PREMIUM POSITION RATES

Back Cover . . . $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.

thepacker.com

Brian Burnett, bburnett@thepacker.com (913) 438-0740
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Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778
Print Advertising Rates

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
<th>Broadcast</th>
<th>Events</th>
<th>Research</th>
</tr>
</thead>
</table>

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)

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

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

PREMIUM POSITION RATES

Back Cover | $12,370
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.

thepacker.com

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Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778
Don’t miss this amazing opportunity to promote your brand to more than 83,000 readers with influence over the consumption of fruits and vegetables all while supporting the PBH goals of increasing awareness and education. It’s a win-win for everyone involved.

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

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

**Distribution**

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

**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+

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

**UNIT RATES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$7,440</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,130</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,940</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,730</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,860</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$2,080</td>
</tr>
</tbody>
</table>

**PREMIUM POSITION RATES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$9,575</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$9,220</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$8,830</td>
</tr>
</tbody>
</table>

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

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 double-checked by at least two editors; some by as many as four or five. Nonetheless, we know that mistakes sometimes occur. Let us know if we’ve erred, and we will set the record straight, on page A2 every week, or online if appropriate.

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

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

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:
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