

The Packer



By the Numbers

126
YEARS OF SERVICE

The Packer covers the fresh produce industry with an emphasis on unbiased news, information, insights and analysis.

Regularly referred to as The Wall Street Journal of the produce industry, it provides the most trusted coverage in the market.

EVENTS



200+
produce growers
exhibiting



3:1
buyer to
supplier
ratio

90%

of attendees recommend or make the
final decision on purchasing produce

365+
qualified buyers

150 one-on-one buyer
meetings

PACKER MEDIA CAPABILITIES

2 Live events
with a
combined
2,000
attendees

3,000
produce buyers receiving
industry updates via text
or The Packer mobile app

52 weekly
newspaper
issues

2,000+
touchpoints via eNewsletters
to produce buyers per year

2,800,000 page views REACHING **1,100,000** unique users each year

Our Advantage/Competitive Differentiation

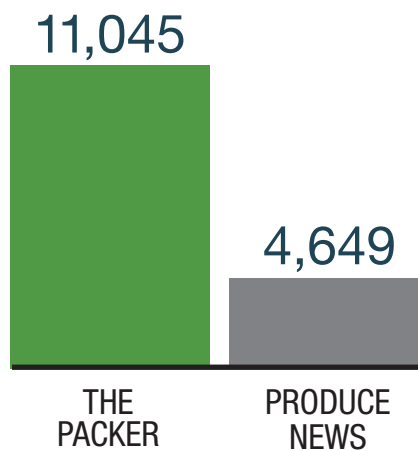
The Packer is the fresh produce industry's most-recognized, most-trusted and most-read publication. The Packer continually invests in ensuring you are offered the best market penetration in the produce industry.

CIRCULATION QUALITY

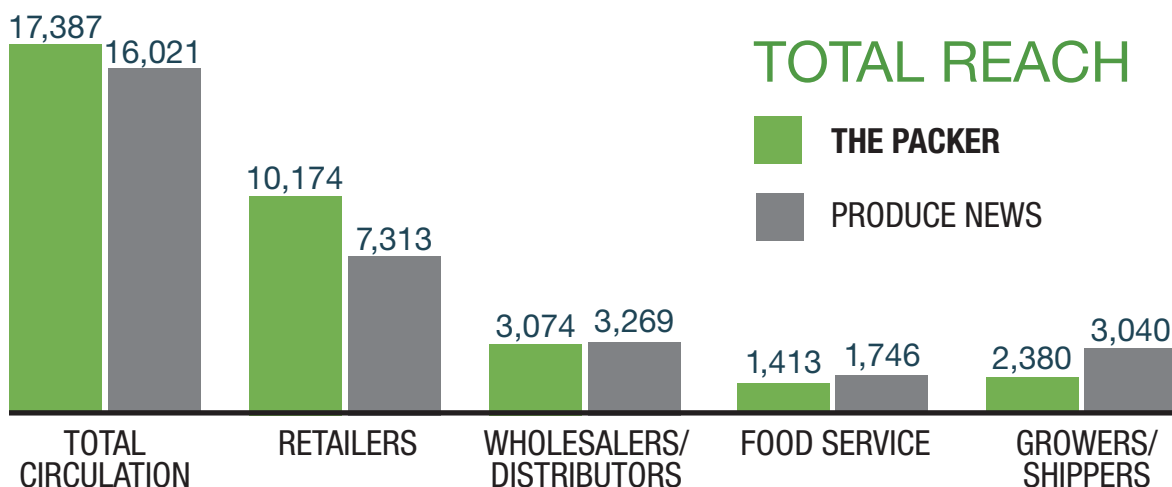
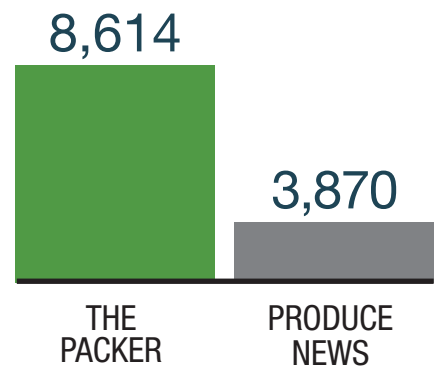
Total Qualified Circulation



Qualified Within 1 Year



Direct Request



Source: Alliance for Audited Media

Editorial Team



TOM KARST

EDITOR-IN-CHIEF

email: tkarst@thepacker.com

phone: (913) 438-0769

web: www.tinyurl.com/freshtalkblog

twitter: www.twitter.com/tckarst

Tom Karst joined The Packer's Produce Network as a commodities editor in 1984 and has been with The Packer's family of publications since then. He has been editor-in-chief of The Packer since 2018, having previously served as national editor from 2001 to 2018, editor of The Packer's Global Produce magazine from 1996 to 2001 and markets editor of The Packer from 1987 to 1996. He graduated from Kansas State University with an ag journalism degree in 1982. He enjoys family time with his wife, his three grown children and four grandchildren.



CHRIS KOGER

NEWS EDITOR

email: ckoger@thepacker.com

phone: (913) 438-0783

twitter: www.twitter.com/ckoger1

Chris Koger joined The Packer in 2000 as a writer and has been the newspaper's news editor since 2006, serving as crops editor for three years between those roles. He assigns, edits and writes stories for the weekly print issue and ensures The Packer's website is updated with engaging content throughout the day. Chris graduated from Kansas State University with a journalism degree in 1990 and wrote for daily newspapers in four cities in Kansas before starting his career covering the industry for The Packer.



BROOKE PARK

Digital Web Producer

email: bpark@thepacker.com

phone: (913) 438-0645

Brooke Park, The Packer's digital strategist, attended college at Kansas State University. She studied mass communications with a minor in marketing. She has a passion for all things produce, marketing and analytics. Getting down to nitty-gritty statistics inspires her to always strive for better. She is eager to engage with produce growers, shippers, retailers and marketers. She believes that quality content is key to connecting with communities across the produce universe. She lives in Kansas and loves spending time with family, golfing, wine tasting and cooking.



AMELIA FREIDLINE

COPY CHIEF

email: afreidline@thepacker.com

phone: (913) 438-0632

twitter: www.twitter.com/amelia_edits

Amelia Freidline joined The Packer's staff in 2008 fresh from the University of Kansas and has "grown up," professionally speaking, in the world of produce. She has served as a copy editor, designer and Opinion editor for The Packer since the beginning; now also edits PMG magazine, The Packer's Fresh Trends and Produce Market Guide publications and serves as project manager and copy editor for other special projects. Amelia also is a regular columnist for The Packer and likes to explore the produce scene in foreign lands and places. She enjoys putting her culinary skills to use on The Packer's Millennials Eat web video series, hosted with Ashley Nickle. Amelia is also an avid backyard gardener, hobby photographer and poet.



ASHLEY NICKLE

RETAIL EDITOR

email: anickle@thepacker.com

phone: (913) 438-0781

Ashley Nickle is the editor of the recently rebranded PMG magazine – formerly Produce Retailer – which covers produce retail strategy, merchandising, new fruit and vegetable products, consumer trends, industry experts and more. Nickle also serves as the retail editor for The Packer newspaper, traveling to trade shows around the country to keep up with the latest industry developments. She also co-hosts video series for The Packer. Nickle also develops and implements social media strategy for the PMG brand and heads up the selection process for the organization's venerable Produce Retailer of the Year award. Ashley graduated from Kansas State University with a degree in journalism, and her first post-college job was as a full-time sports writer in Detroit. Ashley, her husband and their dog reside in Olathe, Kan.



AMY SOWDER

Northeast Editor

email: asowder@thepacker.com

phone: (718) 490-4458

Amy Sowder comes from a background in mainstream media, covering food, health and wellness in publications such as USA Today, Bon Appétit, Women's Health, Men's Health, Upworthy and Chowhound. Living in New York City, she provides a unique perspective as Northeast editor of The Packer. Sowder grew up in South Florida and graduated from University of Florida with a degree in magazine journalism. She's worked at four restaurants and a supermarket, assisted cookbook authors, grows kale on her balcony and volunteers for her CSA.



PRINT OFFERINGS

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



PMG

A new resource serving as a powerful wholistic platform to connect produce industry buyers and sellers throughout North America. PMG has the merged strength of Produce Market Guide's digital platform and the Produce Retailer brand.

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

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



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



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



SUSTAINABILITY INSIGHTS

The Packer's Sustainable Produce Intelligence Study includes a multi-year comprehensive study with data leveraging The Packer's unique relationships across the fresh produce value chain, which uncover and document critical understandings around consumer behaviors towards sustainability. It also covers the latest sustainability trends and data that you need to know to better align your brand with these key initiatives.

PUBLISHED ANNUALLY IN SEPTEMBER

News Primer

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 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.

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.

Print Advertising Rates

GROSS FREQUENCY RATES

	1x	13x	26x	52x
Full Page	\$10,170	\$ 8,670	\$8,045	\$7,055
2/3 Page	\$8,760	\$7,520	\$7,010	\$6,190
1/2 Page	\$7,350	\$6,370	\$5,965	\$5,310
1/3 Page	\$6,090	\$5,340	\$5,025	\$4,515
1/4 Page	\$5,110	\$4,525	\$4,290	\$3,905
1/6 Page	\$4,080	\$3,700	\$3,525	\$3,280
1/8 Page	\$3,580	\$3,280	\$3,140	\$2,965
Open Inch	\$3,050	\$2,850	\$2,770	\$2,640

*All pricing is gross & includes 4C

*Deduct \$750 for B/W ads



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"



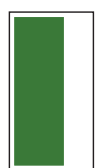
Full Page
10" x 21.5"



2/3 Page
10" x 14.33"



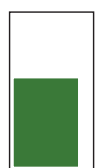
1/3 Page
8.3" x 17.12"



1/2 Page
6.61" x 21.5"



1/3 Page
10" x 10.75"



1/2 Page
8.3" x 12.87"



1/3 Page
6.61" x 16.12"



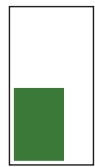
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4.91" x 21.5"



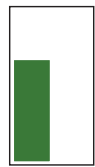
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10" x 7.18"



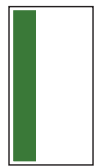
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8.3" x 8.56"



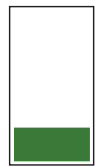
1/3 Page
6.61" x 10.75"



1/3 Page
4.91" x 14.33"



1/3 Page
3.22" x 21.5"



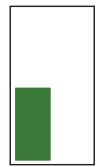
1/4 Page
10" x 5.37"



1/4 Page
8.3" x 6.43"



1/4 Page
6.61" x 8.06"



1/4 Page
4.91" x 10.75"



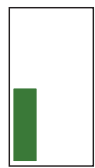
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3.22" x 16.12"



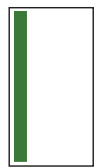
1/6 Page
6.61" x 5.37"



1/6 Page
4.91" x 7.16"



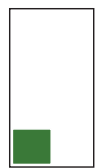
1/6 Page
3.22" x 10.75"



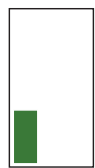
1/6 Page
1.52" x 21.5"



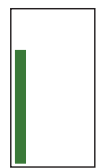
1/8 Page
6.61" x 4.03"



1/8 Page
4.91" x 5.37"



1/8 Page
3.22" x 8.06"



1/8 Page
1.52" x 16.12"

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

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: 3/29/21
AD SPACE DEADLINE: 2/20/21

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

All pricing gross & includes 4C

Full Page	\$ 7,000
1/2 Page	\$ 5,000
1/3 Page	\$ 4,000
1/4 Page	\$ 3,500
1/6 Page	\$ 2,000

Deduct \$750 for B/W ads

PREMIUM POSITION RATES

Back Cover	\$13,000
Inside Front	\$ 8,000
Inside Back	\$ 7,500

INSERT RATES

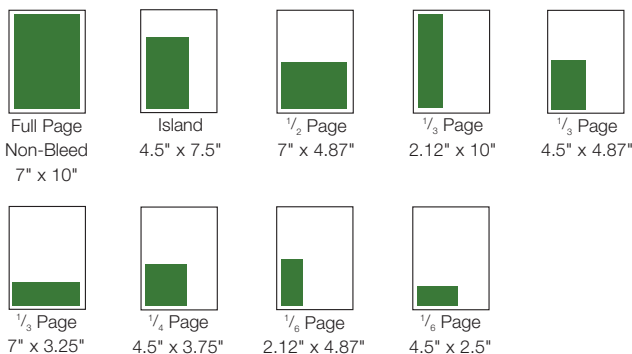
2-page	\$7,415
Other options, call for quote.	

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"

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

All pricing gross & includes 4C

Full Page	\$ 7,000
1/2 Page	\$ 5,000
1/4 Page	\$ 3,500

Deduct \$750 for B/W ads

PREMIUM

POSITION RATES

Back Cover	\$13,000
Inside Front	\$ 8,000
Inside Back	\$ 7,500

INSERT RATES

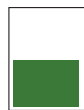
2-page	\$7,415
Other options, call for quote.	

PUBLICATION SPECIFICATIONS

Magazine size: 3-column format
 Printing: Web offset, coated enamel stock
 Binding: Saddle stitched
 Non-bleed page size: 7" x 10"
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 (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



Full Page
Non Bleed
7" x 10"



1/2 Page
7" x 4.87"



1/4 Page
4.5" x 3.75"

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

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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:

12/28/21

AD SPACE DEADLINE:

11/13/21



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

UNIT RATES

All pricing is gross & includes 4C

Full Page	\$ 7,000
1/2 Page	\$ 5,000
1/4 Page	\$ 3,500

Deduct \$750 for B/W ads

PREMIUM POSITION RATES

Back Cover . . .	\$13,000
Inside Front . . .	\$8,000
Inside Back . . .	\$7,500

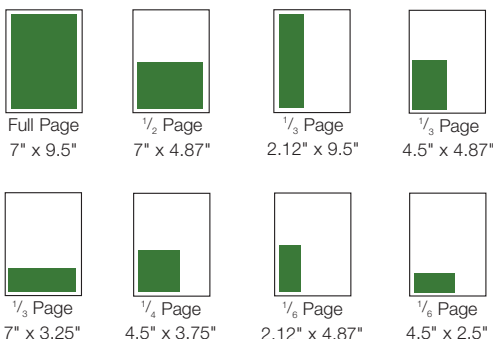
In addition, 10% of all proceeds will be given back to PBH to support its initiatives.

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"

Print Advertising Rates

Print Digital Broadcast Events Research

Sustainability Insights

The Packer's Sustainable Produce Intelligence Study includes:

- ✓ Multi-year comprehensive study with data leveraging The Packer's unique relationships across the fresh produce value chain, which uncover and document critical understandings around consumer behaviors towards sustainability
- ✓ Data and insights will be shared from consumers, growers and retailers
- ✓ Definition of each term by audience segment, including the understanding of attitudes and perceptions surrounding these terms, as they are tied to sustainability – explaining the different perspectives of each
- ✓ Grower and supplier features and spotlights
- ✓ Fresh produce industry sustainability vision and outlook
- ✓ Latest sustainability trends and data that you need to know to better align your brand with these key initiatives

Distribution

PRINT:

The Packer and PMG: 20,000+ Sustainability Produce Summit

PUBLISH DATE: 8/24/20

AD SPACE DEADLINE: 7/6/20



Share your messaging about sustainability & responsible production where the industry can hear you.

UNIT RATES

All pricing is gross & 4C

Full Page . . .	\$7,000
1/2 Page . . .	\$5,000
1/3 Page . . .	\$4,000
1/4 Page . . .	\$3,500

Deduct \$750 for B/W ads

PREMIUM POSITION RATES

Back Cover . . .	\$13,000
Inside Front . . .	\$8,000
Inside Back . . .	\$7,500

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"

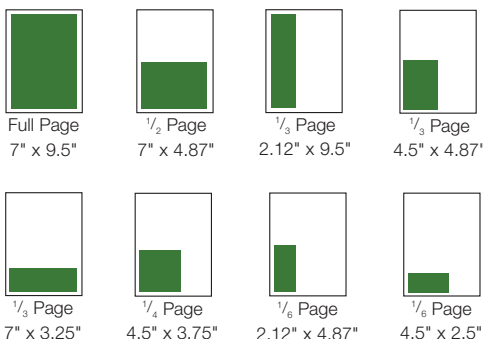
(Keep live matter at least 0.5" in from bleed edges.)

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

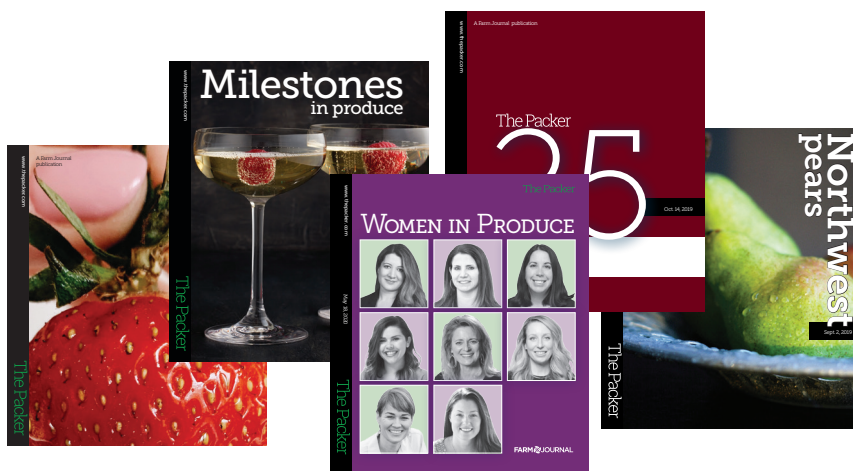
Angelo Grant, agrant@thepacker.com (913) 438-0746
Aaron Howard, ahoward@thepacker.com (913) 438-0615
Denise Sundvold, dsundvold@thepacker.com (314) 327-6758
Brian Woods, bwoods@thepacker.com (913) 438-0778

Tabloid Print Rates

	1x	13x	26x	52x
Full Page	\$8,690	\$7,480	\$6,950	\$6,140
1/2 Page	\$5,900	\$5,190	\$4,880	\$4,380
1/3 Page	\$4,600	\$4,120	\$3,915	\$3,620
1/4 Page	\$3,975	\$3,620	\$3,445	\$3,220
1/6 Page	\$3,320	\$3,070	\$2,965	\$2,800
1/8 Page	\$2,950	\$2,760	\$2,690	\$2,590

*All pricing is gross & 4C

*Deduct \$750 for B/W ads



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.

To see a complete list of Packer Tabloids and run dates, see www.xxxxxxx.com or speak to your Packer representative.



Full Page
Non-bleed
8.62" 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"



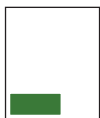
1/4 Page
5.12" x 4.5"



1/4 Page
3.33" x 6.75"



1/6 Page
6.87" x 2.25"



1/6 Page
5.12" x 3"



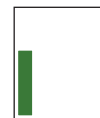
1/6 Page
3.33" x 4.5"



1/8 Page
5.12" x 2.25"



1/8 Page
3.33" x 3.30"



1/8 Page
1.56" x 6.75"

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.

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 4-Color or Black & White. See our media kit calendar for the 2020 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

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

Outside of the Box Advertising

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



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

ADVERTORIALS

Sponsored editorial ad space to promote your brand

- ½ Page and Full Page Available:
- ½ Page Advertorial + ½ Page Ad
- Full Page Advertorial + Full Page Ad
- Written by Packer editorial staff as Sponsored Content
- ROP Position
- Book 4-6 weeks prior to ad close date



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

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

All pricing is gross & 4C

	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"



A1 Wrap



False Cover



Page 1 Spadia

Editorial Calendar

June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
31	1	2	3	4	5	6	28	29	30	1	2	3	4	26	27	28	29	30	31	1
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
28	29	30	1	2	3	4	26	27	28	29	30	31	1	23	24	25	26	27	28	29
														30	31	1	2	3	4	5

September							October							November						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
30	31	1	2	3	4	5	27	28	29	30	1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30	1	2	3	25	26	27	28	29	30	31	29	30	1	2	3	4	5

December						
S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

 Publish dates

See www.xxxxxxxxxx.com for editorial sections
or reach out to your Packer representative.



DIGITAL OFFERINGS

Web Ads

THEPACKER.COM

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

***ThePacker.com* offers:**

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

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

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

The screenshot shows a leaderboard ad on the The Packer website. The ad features a photo of a child reaching for produce in a grocery store aisle. The headline reads "Marketing to kids creates lifelong produce fans" and is attributed to Tom Karst. The ad is labeled "Rectangle" and "Tower".

The screenshot shows a full page of The Packer website with various ad formats. The top section features a "Rectangle" ad for "Marketing to kids creates lifelong produce fans". Below it is a "Leaderboard" ad for "Education is Wonderful: program expands opportunities". To the right, there is a "Tower" ad for "Avocado movement up for 2018". The bottom section shows a "Rectangle" ad for "Key Technology designs sorter specifically for leafy greens" and a "Tower" ad for "PMA Foodservice Booths 2018". The page also includes a "Content Ad Image" and a "Half Page" ad.

Web Ads

AD UNITS

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

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

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

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

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

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

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

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

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

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

Web Ads

Produce Audience Extension

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

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

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

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

AD SPECS:

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

Popular List Categories

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

RETAILERS: 28,439

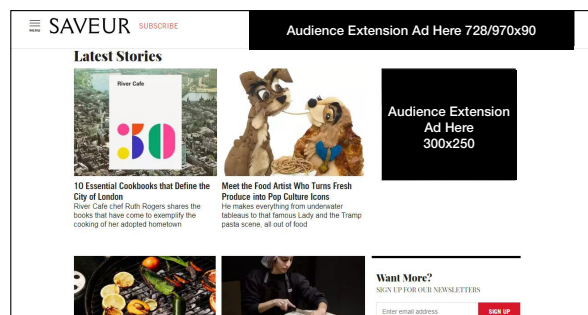
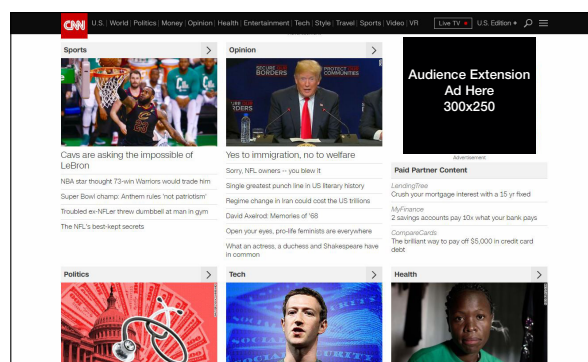
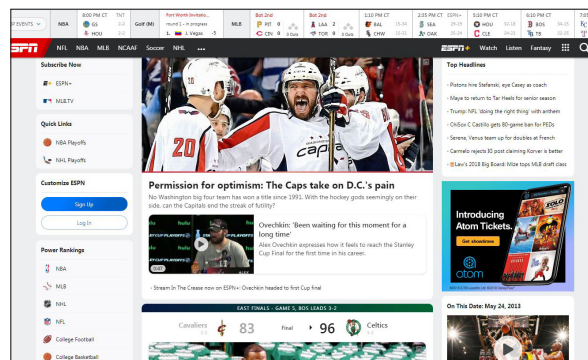
GROWERS/PACKERS/SHIPPERS: 35,678

FOOD SERVICE: 1,237

WHOLESALE: 5,242

CONTACT YOUR SALES REP FOR OTHER AVAILABLE CATEGORIES.

Media	Note	Inventory in Impressions
Display	Access to nonmobile websites	400,000 month
Mobile	Access to mobile web (apps and mobile sites)	250,000 month
eNews	eNewsletters	55,000 month
Native Ads	Access to content ads	200,000 month



Web Ads Produce Programmatic		
Position	Rate**	
Display	\$60	CPM
Mobile	\$60	CPM
eNewsletter	\$90	CPM
Native Ads	\$90	CPM
**Gross Pricing		
Half Page	Ask for pricing	
Wallpaper	Ask for pricing	
Catfish	Ask for pricing	
Outstream Video	Ask for pricing	

eNewsletters

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

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

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

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

DISTRIBUTION:

The Packer A.M.: 72,048 The Packer P.M.: 68,328

List size fluctuates due to maintenance retaining only engaged readers.

FREQUENCY:

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

AD SPECS:

Static JPG, GIF or animated GIF only.

One target URL must be active at time of submission.

Accepted file size is 150K.

Animated GIFs are not supported by all email providers.

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

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

AD CREATION:

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

Leaderboard
728X90

Premium Rectangle
300x250

Premium Content
100 Character Text

Standard Rectangle
300x250

Standard Content
100 Character Text

Standard Rectangle
300x250

Standard Content
100 Character Text

Standard Rectangle
300x250

Standard Content
100 Character Text

Leaderboard
728X90

eNewsletters

Organics Insider

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

DISTRIBUTION:

47,232

FREQUENCY:

Wednesdays

AD SPECS:

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

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

AD CREATION:

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

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

The Packer
Organics INSIDER March 1st

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

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

Premium Rectangle 300x250

Premium Content 970X90

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

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

Standard Rectangle 300x250

Standard Content 970X90

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

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

Standard Rectangle 300x250

eNewsletters

Packer Tech

Food Safety, Transportation, Packaging

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

DISTRIBUTION:

31,000

FREQUENCY:

Two times per month, on the second and fourth Wednesday

AD SPECS:

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

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

AD CREATION:

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

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



The Packer Tech newsletter layout features a header with the title "Packer Tech" and a subtitle "FOOD SAFETY | TRANSPORTATION | PACKAGING". Below the header, there are three main sections: "Food Safety News", "Packaging News", and "Transportation News". Each section contains a list of articles with headlines and brief descriptions. To the right of each section is a large black rectangle representing an ad space. Below each section is a gray rectangle representing another ad space. The ad spaces are labeled with their dimensions: "Premium Rectangle 300x250", "Standard Content 970X90", "Standard Rectangle 300x250", "Standard Content 970X90", "Standard Rectangle 300x250", and "Standard Content 970X90".

Food Safety News

- Center funds new round of research
- Compac unveils internal inspection tech
- Ontario berry growers using CropTracker
- Virginia port joins USDA cold treatment pilot

Packaging News

- Polymer Logistics to show new products
- Snapchat users give Cuties stickers new look
- Hurst to show Versaprint labeling system
- Spart, Sesotec form partnership

Transportation News

- Port Manatee adds service, sets records
- TQL, Paycor, 84.51* share giving strategies
- Transportation Insight moves up in ranking
- Port of Oakland sees record numbers

eNewsletters

The Packer Digital Edition

ISSUE ANNOUNCEMENT

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

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

DISTRIBUTION:

12,000 recipients per issue announcement

FREQUENCY:

Weekly, received on Monday



Position	Size	Max File Size
Medium Rectangle	300x250	45K
Content Ad	100x100	25K

eBlasts

50/50 eBlasts

Benefits

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

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

How it Works

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

SPECS:

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

CONTACT:

Please send creative to producetraffic@farmjournal.com.

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

A WORD FROM OUR SPONSORS

Tuesday, August 16, 2013

THE PACKER

NEWS FROM THE PACKER

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

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

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

FROM OUR SPONSOR: Stemilt

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

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

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

Resources
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[Unsubscribe](#)

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[twitter.com/thepacker](#)

Contact Us
[Oreg Johnson, Editor](#)
[ojohnson@pacificpublishing.com](#)

A WORD FROM OUR SPONSORS

Tuesday, September 24, 2013

THE PACKER

NEWS FROM THE PACKER

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

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

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

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

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

FROM OUR SPONSOR: Well-Pict

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

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

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

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

Resources
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[twitter.com/thepacker](#)

Contact Us
[Oreg Johnson, Editor](#)
[ojohnson@pacificpublishing.com](#)

eBlasts

Custom Targeted eBlasts

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

Benefits of Custom eBlasts

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

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

RATES:

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

AD SPECS:

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

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

CONTACT:

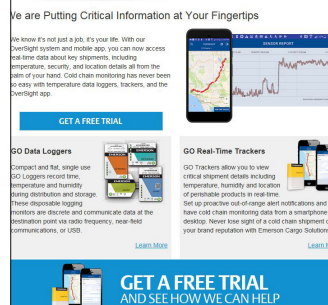
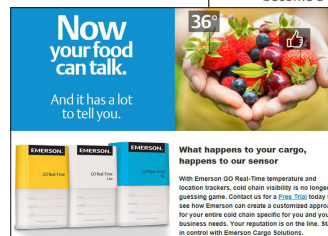
Materials can be sent to producetraffic@farmjournal.com.



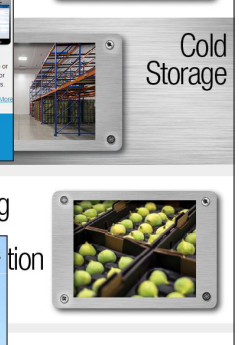
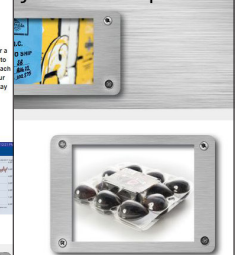
East Coast will get more storage and enhanced product quality

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

Paul Catania Jr.



Quality Control Inspection



eBlasts

Product Innovations

Announce a new product before the trade show

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

2021 Expo Dates

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

COMING SOON

Your investment provides you with:

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



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



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



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



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



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



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



RATE:

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

eBlasts

Triggered eBlasts and Marketing Automation

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

BENEFITS

Target audience with proven interest in relevant topics.

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

RATE:

\$750 minimum per month

AD SPECS:

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

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

CONTACT:

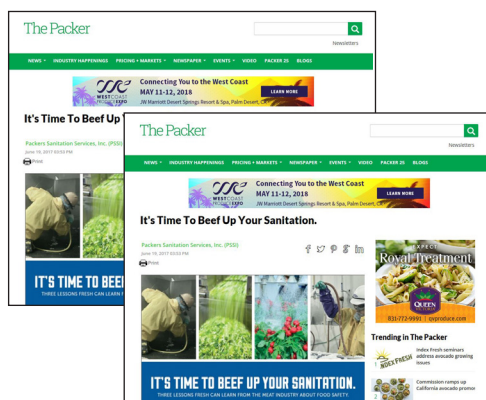
All creative should be submitted to producetraffic@farmjournal.com.

Marketing Automation

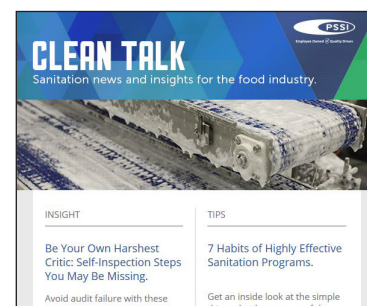
The Packer can use marketing automation to deliver relevant content to readers' inboxes as they show interest in certain topics in real time. This program is customizable, depending on the content clients are looking to deliver to readers.

RATE:

\$750 minimum



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



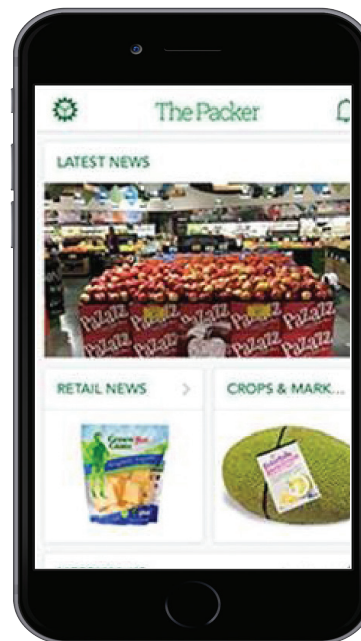
Mobile

The Packer Mobile App

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

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

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



AD SPECS:

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

CONTACT:

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

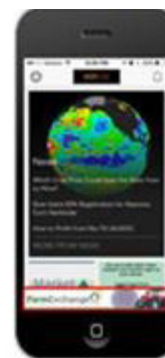
AppOpen



Front Box



Front Banner



Interstitial



Native Ads



Standard Banner



(Available in the MyFarmRadio app)

Mobile

The Packer Text Alerts

Each week, The Packer sends the top three stories to text subscribers.

Advertisers have the opportunity to sponsor the send, putting their image and link in the hands of The Packer's engaged mobile list.

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

TO SIGN UP:

Text 31313

LIST SIZE:

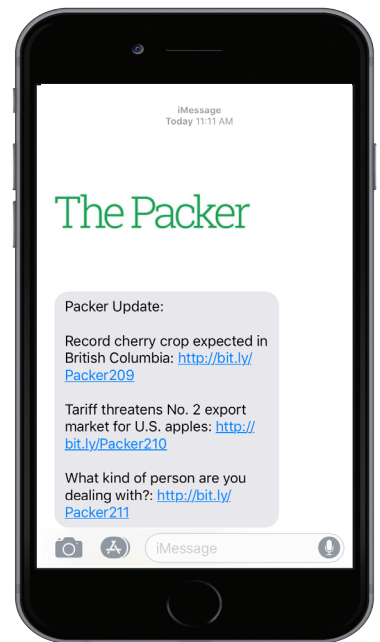
3,400 subscribers

AD SPECS:

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

CONTACT:

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



Custom tBlasts

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

Customers can use our MMS tBlasts to:

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



Mobile

Geo-Fencing Plus

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

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

How it works:

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

RATES:

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

AD SPECS:

Required specs: 300x250, 728x90, 320x50

Optional specs: 320x480 and 768x1024

AD CREATION:

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

CONTACT:

Creative should be sent to producetraffic@farmjournal.com.



Video

Produce Programmatic Pre-Roll

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

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

LIST SIZES:

110,000 targetable members of the produce industry

RATE:

\$75 CPM

210,000 impressions available per month

AD SPECS:

15-second video in MP4 format

AD CREATION:

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



SPECS:

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

Video

Live From Videos

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

No other program gives you:

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

Live From LITE PMA 2020 – \$1,750

Program includes:

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

Live From PMA 2020 – \$4,775

Program includes:

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

Promotional aspects:

- 1x The Packer A.M. or P.M. eNewsletter with PMA module at top
- Social media/Facebook campaign
- 300x250 rectangle ad on thepacker.com

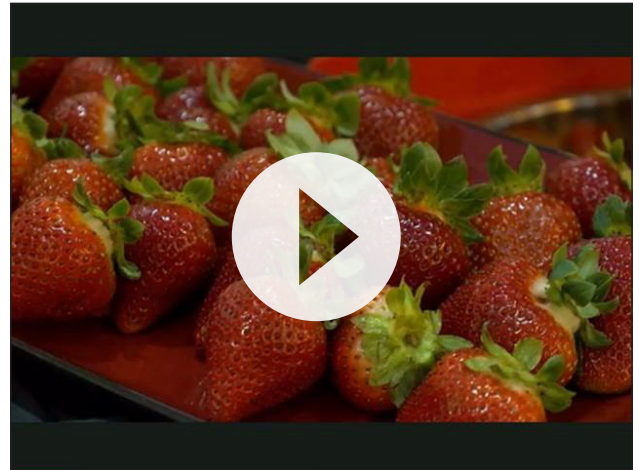
Live From PLUS PMA 2020 – \$8,250

Program includes:

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

Promotional aspects:

- November and December extended exposure
- 3x The Packer A.M. or P.M. eNewsletter with PMA module at top
- 300x250 rectangle ad on thepacker.com
- Produce audience extension to singular segment of our audience for November and December
- Social media/Facebook campaign: 1 in Nov., 1 in Dec.
- 1x MMS text blast of your video to Packer text list



Packages

Commodity-Specific Advertising

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

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

PACKAGES

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

COMMODITY ALERTS NEWSLETTER

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

CONTACT:

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



Popular Commodities on *ThePacker.com*:

Avocados	Cherries
Mushrooms	Onions
Potatoes	Grapes
Apples	Peaches
Berries	Asparagus

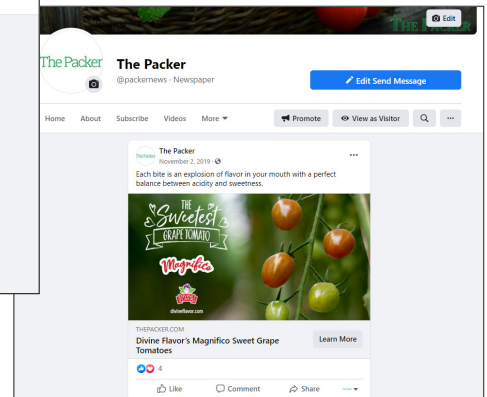
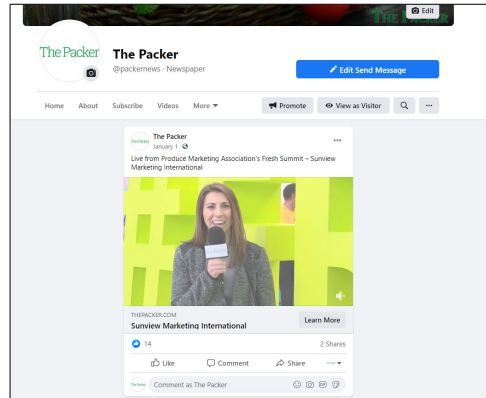
Sponsored Social Media

Drive traffic, generate leads and increase your brand awareness with social sponsored posts on The Packer platforms.

Facebook Image Ad

- Text: 125 characters
- Headline: 25 characters
- Link Description: 30 characters
- Filetype: .jpg .png
- Recommended Min Resolution: 1200x628
- Image Ratio: 9:16 or 16:9
- Min Height & Width: 600 px
- Recommended Resolution: Upload the highest resolution image available

Images that consist of more than 20% text may experience reduced delivery.



Facebook Video Ad

- Text: 125 characters
- Headline: 25 characters
- Link Description: 30 characters
- Max Image Files Size: 4GB
- Min/Max Video Length: 1 sec to 240 minutes
- Image Ratio: 9:16 or 16:9
- Recommended Resolution: Upload the highest video available that meets file size & ratio limits
- Video captions and sound are optional but recommended.*

Twitter

- Tweet Copy: 256 characters (24 are used for images)
- Website Title Length: 70 characters
- Device/app settings may truncate description. 50 characters limits most truncation.*
- Filetype: .jpg .png
- Max Image Files Size: 3MB
- Image Size: 800x418 for 1:91:1 ratio
800x800 for 1:1 ratio

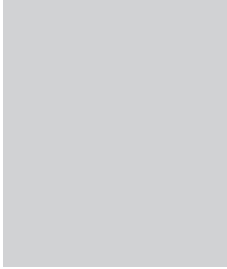


Pinterest

- Width Minimum: 600 px
- Height Range: 900 px - 2100 px
- Filetype: .jpg .png .gif
- Image Ratio: 2:3 or 1:3:5
- Small Thumbnail: 69x69
- Large Thumbnail: 216x146
- Pins should be vertically oriented so they appear fully on users' feeds.*

Produce Team

FOR ADVERTISING INQUIRES, CONTACT:



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The Packer

IS A PUBLICATION OF

FARM  **JOURNAL**

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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.