

# 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

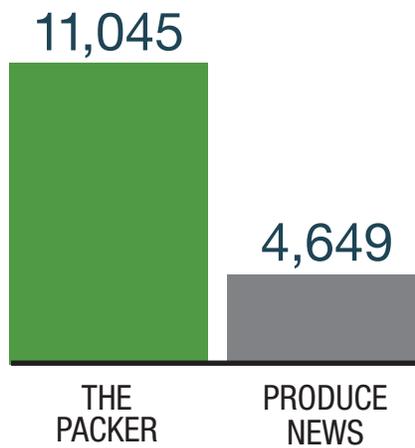
The Packer is the fresh produce industry's most-recognized, most-trusted and most-read publication. The Packer continually invests in ensuring you are offered the best market penetration in the produce industry.

### CIRCULATION QUALITY

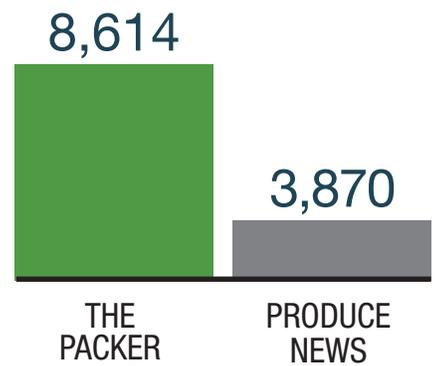
#### Total Qualified Circulation



#### Qualified Within 1 Year



#### Direct Request



Source: Alliance for Audited Media

## Editorial Team



**TOM KARST**

EDITOR-IN-CHIEF

email: [tkarst@thepacker.com](mailto:tkarst@thepacker.com)

phone: (913) 438-0769

web: [www.tinyurl.com/freshtalkblog](http://www.tinyurl.com/freshtalkblog)

twitter: [www.twitter.com/tkarst](http://www.twitter.com/tkarst)

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](mailto:ckoger@thepacker.com)

phone: (913) 438-0783

twitter: [www.twitter.com/ckoger1](http://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](mailto: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](mailto:afreidline@thepacker.com)

phone: (913) 438-0632

twitter: [www.twitter.com/amelia\\_edits](http://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](mailto: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](mailto: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.

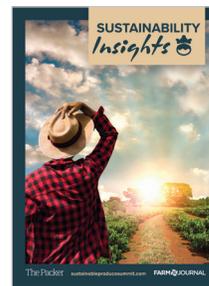
**PUBLISHED ANNUALLY IN DECEMBER**



### 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](mailto: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](http://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

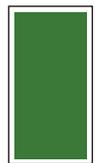
|           | 1x       | 13x      | 26x     | 52x     |
|-----------|----------|----------|---------|---------|
| Full Page | \$10,170 | \$ 8,670 | \$8,045 | \$7,055 |
| 2/3 Page  | \$8,760  | \$7,520  | \$7,010 | \$6,190 |
| 1/2 Page  | \$7,350  | \$6,370  | \$5,965 | \$5,310 |
| 1/3 Page  | \$6,090  | \$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

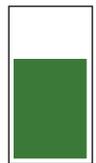


#### 6-Column Format



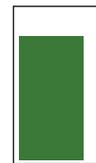
**Full Page**  
10" x 21.5"

#### 1 col...1.52"



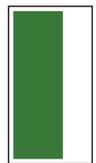
**2/3 Page**  
10" x 14.33"

#### 2 col...3.22"



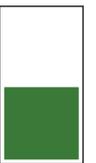
**2/3 Page**  
8.3" x 17.12"

#### 3 col...4.91"



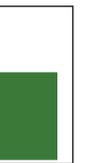
**2/3 Page**  
6.61" x 21.5"

#### 4 col...6.61"



**1/2 Page**  
10" x 10.75"

#### 5 col...8.3"

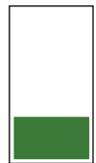


**1/2 Page**  
8.3" x 12.87"

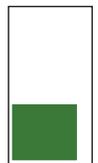
#### 6 col...10"



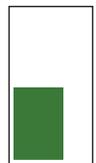
**1/2 Page**  
6.61" x 16.12"



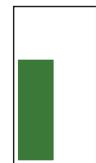
**1/3 Page**  
10" x 7.18"



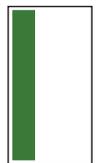
**1/3 Page**  
8.3" x 8.56"



**1/3 Page**  
6.61" x 10.75"



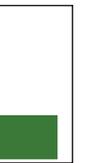
**1/3 Page**  
4.91" x 14.33"



**1/3 Page**  
3.22" x 21.5"



**1/4 Page**  
10" x 5.37"



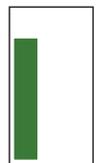
**1/4 Page**  
8.3" x 6.43"



**1/4 Page**  
6.61" x 8.06"



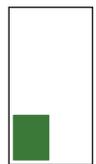
**1/4 Page**  
4.91" x 10.75"



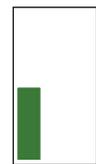
**1/4 Page**  
3.22" x 16.12"



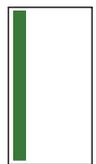
**1/6 Page**  
6.61" x 5.37"



**1/6 Page**  
4.91" x 7.16"



**1/6 Page**  
3.22" x 10.75"



**1/6 Page**  
1.52" x 21.5"



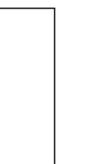
**1/8 Page**  
6.61" x 4.03"



**1/8 Page**  
4.91" x 5.37"



**1/8 Page**  
3.22" x 8.06"



**1/8 Page**  
1.52" x 16.12"

## 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](mailto:cignoffo@farmjournal.com)

Brian Burnett, [bburnett@thepacker.com](mailto:bburnett@thepacker.com) (913) 438-0740  
Elizabeth Cherry, [echerry@thepacker.com](mailto:echerry@thepacker.com) (310) 990-9597  
James Davis, [jdavis@thepacker.com](mailto:jdavis@thepacker.com) (913) 438-0735  
Gary English, [genglish@thepacker.com](mailto:genglish@thepacker.com) (913) 484-4503

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

## 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 |

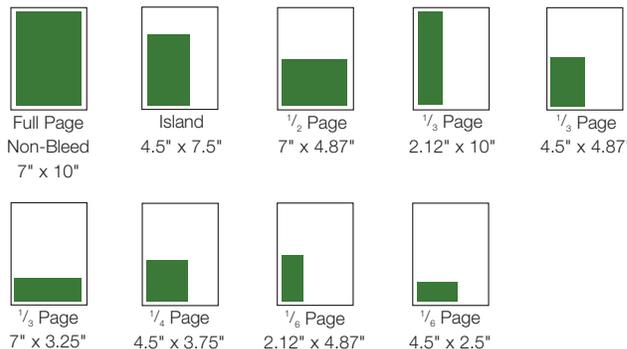
### INSERT RATES

|        |         |
|--------|---------|
| 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.



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

### MATERIALS ACCEPTED

For digital magazine specifications and approved file formats, see *The Packer Online* at [www.thepacker.com](http://www.thepacker.com) or contact Joelle Stephens at [jstephens@thepacker.com](mailto:jstephens@thepacker.com) for an emailed copy.

**Brian Burnett**, [bburnett@thepacker.com](mailto:bburnett@thepacker.com) (913) 438-0740  
**Elizabeth Cherry**, [echerry@thepacker.com](mailto:echerry@thepacker.com) (310) 990-9597  
**James Davis**, [jdavis@thepacker.com](mailto:jdavis@thepacker.com) (913) 438-0735  
**Gary English**, [genglish@thepacker.com](mailto:genglish@thepacker.com) (913) 484-4503

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

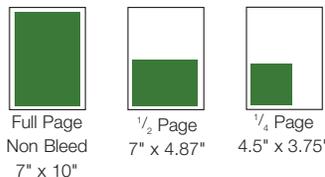
|                    |          |
|--------------------|----------|
| Back Cover .....   | \$13,000 |
| Inside Front ..... | \$ 8,000 |
| Inside Back .....  | \$ 7,500 |

### 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"  
 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



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

### MATERIALS ACCEPTED

For digital magazine specifications and approved file formats, see *The Packer Online* at [www.thepacker.com](http://www.thepacker.com) or contact Joelle Stephens at [jstephens@thepacker.com](mailto:jstephens@thepacker.com) for an emailed copy.

**Brian Burnett**, [bburnett@thepacker.com](mailto:bburnett@thepacker.com) (913) 438-0740  
**Elizabeth Cherry**, [echerry@thepacker.com](mailto:echerry@thepacker.com) (310) 990-9597  
**James Davis**, [jdavis@thepacker.com](mailto:jdavis@thepacker.com) (913) 438-0735  
**Gary English**, [genglish@thepacker.com](mailto:genglish@thepacker.com) (913) 484-4503

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

## Print Advertising Rates

**Print**   Digital   Broadcast   Events   Research

## Produce For Better Health

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

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

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

### Distribution

#### PRINT:

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

#### DIGITAL –

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

#### PUBLISH DATE:

12/28/21

#### 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 |

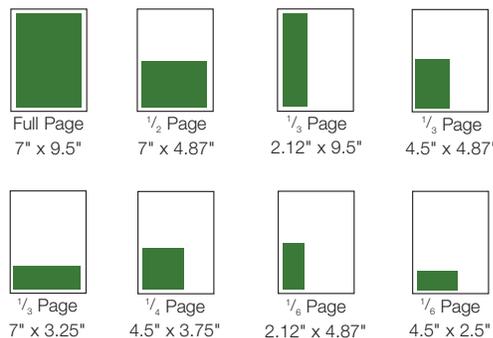
***In addition, 10% of all proceeds will be given back to PBH to support its initiatives.***

### 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](http://www.thepacker.com) or contact Joelle Stephens at [jstephens@thepacker.com](mailto: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](mailto:bburnett@thepacker.com) (913) 438-0740  
**Elizabeth Cherry**, [echerry@thepacker.com](mailto:echerry@thepacker.com) (310) 990-9597  
**James Davis**, [jdavis@thepacker.com](mailto:jdavis@thepacker.com) (913) 438-0735  
**Gary English**, [genglish@thepacker.com](mailto:genglish@thepacker.com) (913) 484-4503

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**Aaron Howard**, [ahoward@thepacker.com](mailto:ahoward@thepacker.com) (913) 438-0615  
**Denise Sundvold**, [dsundvold@thepacker.com](mailto:dsundvold@thepacker.com) (314) 327-6758  
**Brian Woods**, [bwoods@thepacker.com](mailto:bwoods@thepacker.com) (913) 438-0778

## 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

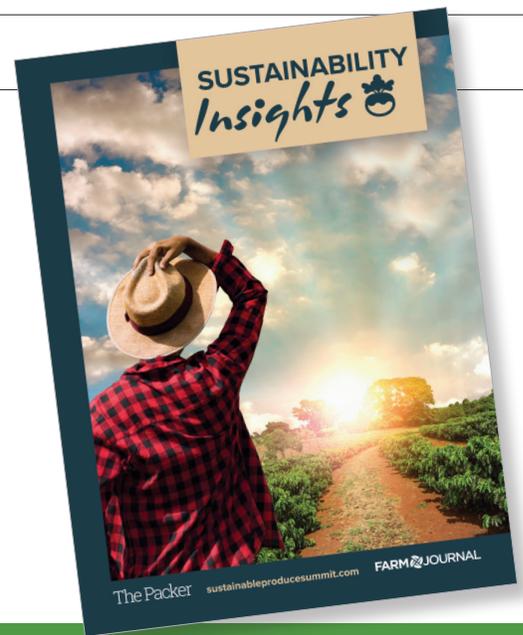
### Distribution

#### 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 |

### PREMIUM POSITION RATES

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

Deduct \$750 for B/W ads

### 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"

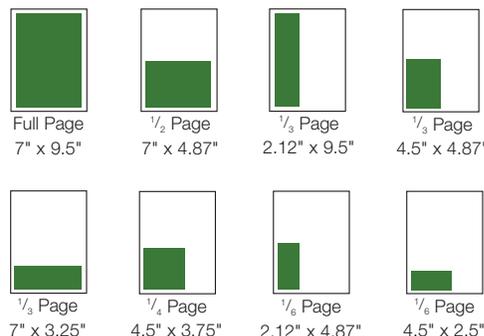
(Keep live matter at least 0.5" in from bleed edges.)

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](http://www.thepacker.com) or contact Joelle Stephens at [jstephens@thepacker.com](mailto:jstephens@thepacker.com) for an emailed copy.



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

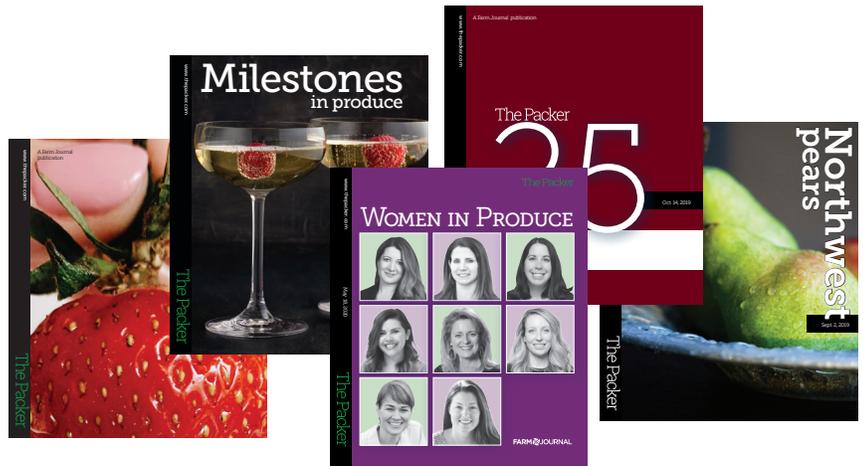
**Brian Burnett**, [bburnett@thepacker.com](mailto:bburnett@thepacker.com) (913) 438-0740  
**Elizabeth Cherry**, [echerry@thepacker.com](mailto:echerry@thepacker.com) (310) 990-9597  
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**Brian Woods**, [bwoods@thepacker.com](mailto:bwoods@thepacker.com) (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

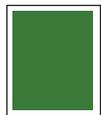


### 5-COLUMN FORMAT

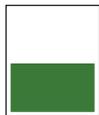
**1 col...1.56" 2 col...3.33" 3 col...5.12" 4 col...6.87" 5 col...8.62"**

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.

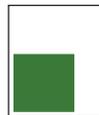
To see a complete list of Packer Tabloids and run dates, see [www.xxxxxx.com](http://www.xxxxxx.com) or speak to your Packer representative.



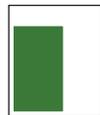
Full Page  
Non-bleed  
8.62" x 10.25"



1/2 Page  
8.62" x 5.37"



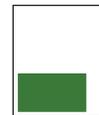
1/2 Page  
6.87" x 6.75"



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"



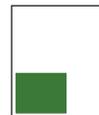
1/3 Page  
3.33" x 8.5"



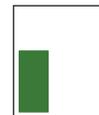
1/4 Page  
8.62" x 2.62"



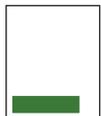
1/4 Page  
6.87" x 3.33"



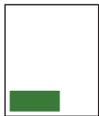
1/4 Page  
5.12" x 4.5"



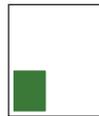
1/4 Page  
3.33" x 6.75"



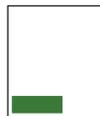
1/6 Page  
6.87" x 2.25"



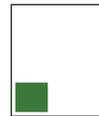
1/6 Page  
5.12" x 3"



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](http://thepacker.com).

CONTACT CARLO IGNOFFO AT (847) 268-3299, [cignoffo@farmjournal.com](mailto: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](mailto: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 x 3.75"h | \$ 670  |
| 2-Box Vertical   | 2.37"w x 7.75"h | \$1,240 |
| 2-Box Horizontal | 4.75"w x 3.75"h | \$1,240 |
| 4-Box Square     | 4.75"w x 7.75"h | \$2,350 |

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



## 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"<br>inside of wrap is 10" x 21.5"<br>back of wrap is 10" x 21.5"      |
| Page 1 Spadia | \$12,000 | front side of flap is 5" x 17.5"<br>back side of flap is 5" x 21.5"                                  |
| False Cover   | \$9,500  | front side of flap is 5" x 17.5"<br>back side of flap is 5" x 21.5"<br>inside of flap is 10" x 21.5" |



## 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](http://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 |     |

## 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<br>creative includes<br>1-px border |                                  |                                  | animation: 30 secs or less only may run<br>1 at a given time/location |
| Outstream<br>Video | 640x360                                    | MOV, MP4, 3gp,<br>F4V, FLV, VAST | 10 mb or less (5 mb recom.)      | 360-videos must be in<br>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

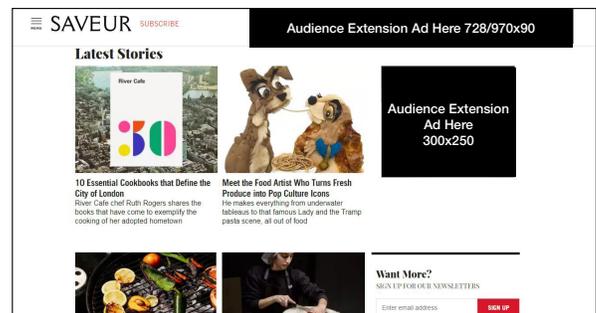
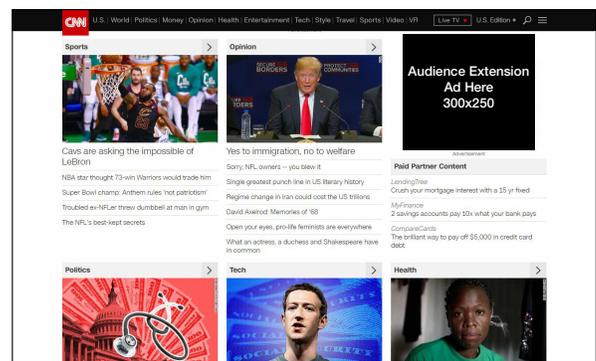
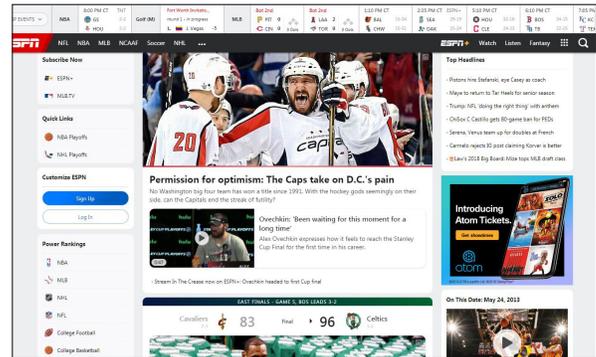
**GROWERS/PACKERS/SHIPPERS:** 35,678

**FOOD SERVICE:** 1,237

**WHOLESALEERS:** 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.

**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.

| 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 |         |         |         |

**The Packer a.m.**

**Leaderboard**  
728X90

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

**Premium Rectangle**  
300x250

**Content Ad Image**      **Premium Content**  
100 Character Text

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

**Standard Rectangle**  
300x250

**Content Ad Image**      **Standard Content**  
100 Character Text

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

**Standard Rectangle**  
300x250

**Content Ad Image**      **Standard Content**  
100 Character Text

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

**Standard Rectangle**  
300x250

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

**Content Ad Image**      **Standard Content**  
100 Character Text

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

**Leaderboard**  
728X90

## eNewsletters

### Organics Insider

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

**DISTRIBUTION:**

47,232

**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 |       |       |       |

## 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 image shows a preview of the Packer Tech newsletter layout. At the top is the 'Packer Tech' logo with a banner for 'FOOD SAFETY | TRANSPORTATION | PACKAGING'. Below the logo are three main content sections, each with a list of article headlines and a corresponding ad size placeholder:

- 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

Ad size: Premium Rectangle 300x250
- Packaging News:**
  - Polymer Logistics to show new products
  - Snapchat users give Cuties stickers new look
  - Hurst to show Versaprint labeling system
  - Sparc, Sesotec form partnership

Ad size: Standard Rectangle 300x250
- Transportation News:**
  - Port Manatee adds service, sets records
  - TQL, Pavcor, 84.51\* share giving strategies
  - Transportation Insight moves up in ranking
  - Port of Oakland sees record numbers

Ad size: Standard Rectangle 300x250

Between these sections are two 'Standard Content 970X90' ad placeholders.

## 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](mailto:producetraffic@farmjournal.com).

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

**A WORD FROM OUR SPONSORS** **THE PACKER**

Tuesday, August 16, 2013

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**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 polishes 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 RipeRate® ready to eat pear program.

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

**Resources**

[Subscribe](#)  
[Unsubscribe](#)

**Visit Us Online**

[ThePacker.com](#)  
[twitter.com/thepacker](#)

**Contact Us**

Greg Johnson, Editor  
[gjohnson@vancpublishing.com](mailto:gjohnson@vancpublishing.com)

**A WORD FROM OUR SPONSORS** **THE PACKER**

Tuesday, September 24, 2013

---

**NEWS FROM THE PACKER**



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



**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 has 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](http://www.wellpict.com). Along with a great new look, we've also added special features such as a Retailer Resources page where our retail partners can download a selection of high quality Well-Pict photography and logo files for use in promotional materials, and a company blog with information of interest to retailers and consumers alike. And of course, we still have plenty of product information, recipes and fun pages for the kids!

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

**Resources**

**Visit Us Online**

**Contact Us**

[thepacker.com](http://thepacker.com)  
[producemarketguide.com](http://producemarketguide.com)

Brian Burnett, [bburnett@thepacker.com](mailto:bburnett@thepacker.com) (913) 438-0740  
Elizabeth Cherry, [echerry@thepacker.com](mailto:echerry@thepacker.com) (310) 990-9597  
James Davis, [jdavis@thepacker.com](mailto:jdavis@thepacker.com) (913) 438-0735  
Gary English, [genglish@thepacker.com](mailto:genglish@thepacker.com) (913) 484-4503

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

## 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](mailto:producetraffic@farmjournal.com).



"Product safety and traceability have become a key part of our business. This helps us to control and ensure the quality of our products and services throughout the industry."  
- Paul Catania Jr.



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

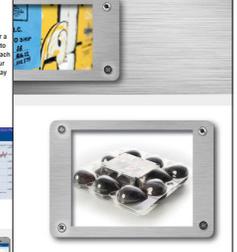
**We are Putting Critical Information at Your Fingertips**  
We know it's not just a job, it's your life. With our dashboard system and mobile app, you can now access real-time data about key shipments, including temperature, security, and location details all from the palm of your hand. Cold chain monitoring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

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

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

**GET A FREE TRIAL AND SEE HOW WE CAN HELP**

### Quality Control Inspection



### Cold Storage



### Repacking for Grade

**freshPACKmoves 2018**  
MAY 21-23, 2018  
MONTEREY, CA  
Registration Open Now!  
HOSTED BY CAL POLY

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

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

**Learn from faculty & industry experts!**  
From May 21-23, our faculty and industry experts from leading Produce, Food Sciences, and Packaging and Services will explore the role of packaging for fresh produce, safety and logistics. The event will conclude with field tours of Monterey's fresh produce industry.

The event is focused on giving attendees a critical edge in the competitive arena of packaging innovation, food safety and traceability, and cold chain logistics for fresh perishables.

**Presentations include:**

- Global Supply Chain in the Meat Kit Industry - **Donette Givens**, Senior Global Operations Manager, Hello Fresh
- Improving Fresh Produce Packaging Performance Through Innovation - **Renita Anderson, Ph.D.**, Fresh Produce Retail Development, ProPac
- Increasing Quality and Preventing Waste with Fresh Produce - **Bradley Lee**, Technology Manager, **Matthew Assouline**, Director of Compliance, Food Sciences

## 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 ecommerce, connecting companies of all sizes with new customers. We provide the tools necessary to do business on a global scale. Alibaba.com is your opportunity to sell produce to an audience around the world. Visit us at Booth #301 to learn more.

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

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8725 Rosehill Road  
Lenexa, KS, 66215

**The Packer**

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### RATE:

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

## eBlasts

# Triggered eBlasts and Marketing Automation

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

## BENEFITS

Target audience with proven interest in relevant topics.

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

### RATE:

\$750 minimum per month

### AD SPECS:

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

- All HTML must use table-based layouts, using CSS only to control typography and color.
- There is 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:

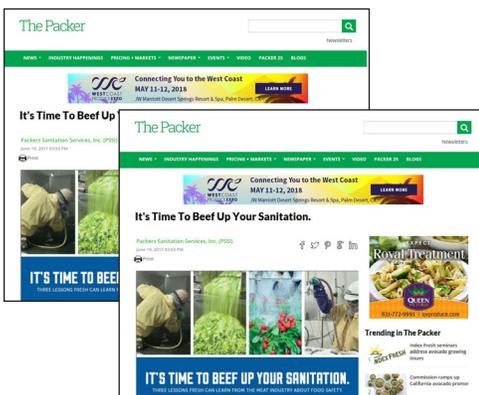
All creative should be submitted to [producetraffic@farmjournal.com](mailto:producetraffic@farmjournal.com).

# 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



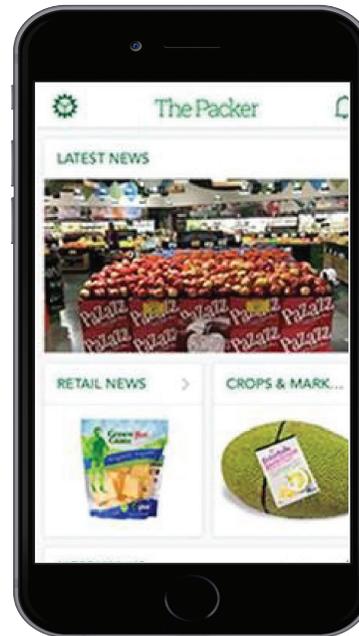
## Mobile

### 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](mailto:producetraffic@farmjournal.com).

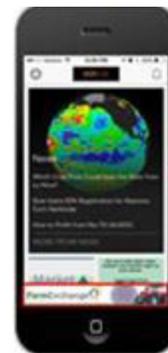
AppOpen



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:**

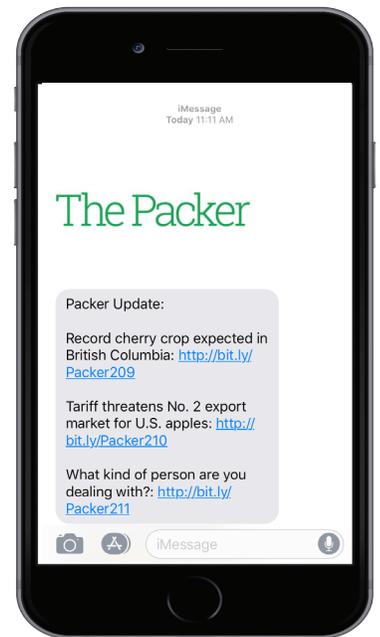
3,400 subscribers

**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](mailto:producetraffic@farmjournal.com).

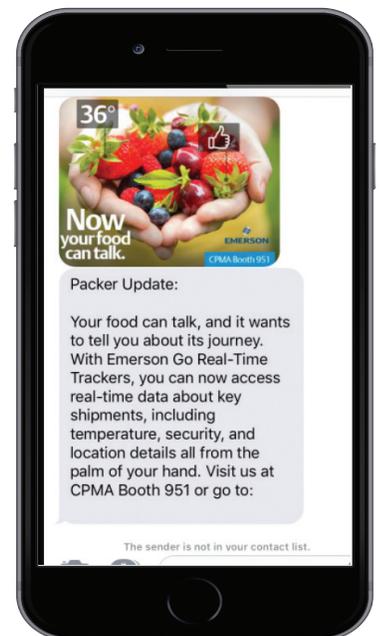


### Custom tBlasts

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:

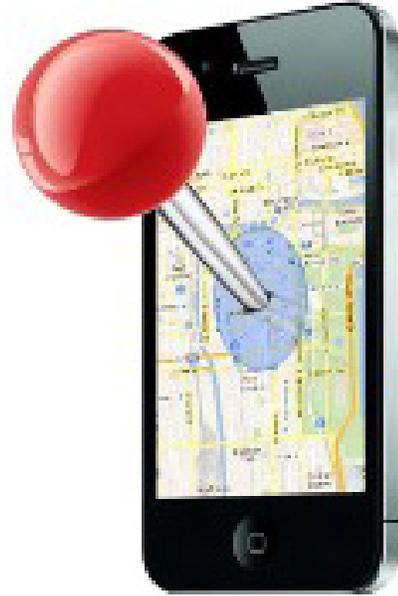
Required specs: 300x250, 728x90, 320x50  
Optional specs: 320x480 and 768x1024

#### 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](mailto: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](mailto:producetraffic@farmjournal.com).



#### Popular Commodities on *ThePacker.com*:

- |           |           |
|-----------|-----------|
| Avocados  | Cherries  |
| Mushrooms | Onions    |
| Potatoes  | Grapes    |
| Apples    | Peaches   |
| Berries   | Asparagus |

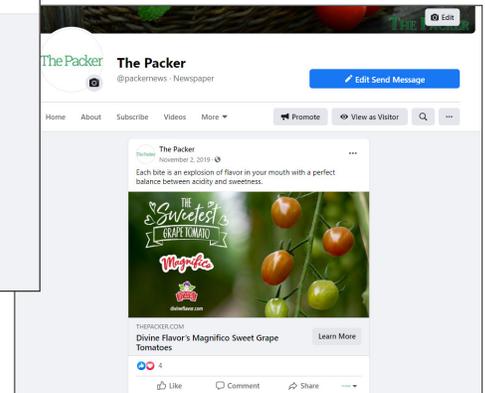
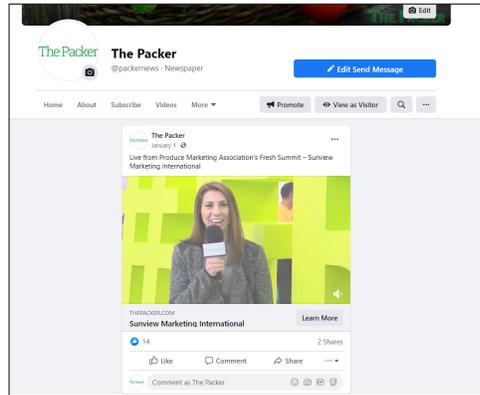
## Sponsored Social Media

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

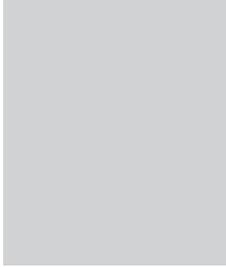


### Pinterest

- 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:**



**MATT MORGAN**  
Senior Vice President  
email: [mattmorgan@farmjournal.com](mailto:mattmorgan@farmjournal.com)  
Phone: (913) 438-0654



**JOELLE STEPHENS**  
email: [jstephens@thepacker.com](mailto:jstephens@thepacker.com)  
Phone: (913) 438-0727



**BRIAN BURNETT**  
email: [bburnett@thepacker.com](mailto:bburnett@thepacker.com)  
Phone: (913) 438-0740



**ELIZABETH CHERRY**  
email: [echerry@thepacker.com](mailto:echerry@thepacker.com)  
Phone: (310) 990-9597



**JAMES DAVIS**  
email: [jdavis@thepacker.com](mailto:jdavis@thepacker.com)  
Phone: (913) 438-0735



**GARY ENGLISH**  
email: [genglish@thepacker.com](mailto:genglish@thepacker.com)  
Phone: (913) 438-0789



**ANGELO GRANT**  
email: [agrant@thepacker.com](mailto:agrant@thepacker.com)  
Phone: (913) 438-0746



**AARON HOWARD**  
email: [ahoward@thepacker.com](mailto:ahoward@thepacker.com)  
Phone: (913) 438-0615



**DENISE SUNDVOLD**  
email: [dsundvold@thepacker.com](mailto:dsundvold@thepacker.com)  
Phone: (314) 327-6758



**BRIAN WOODS**  
email: [bwoods@thepacker.com](mailto:bwoods@thepacker.com)  
Phone: (913) 438-0778



**GAGE ROHWER**  
Event Attendee  
Development Manager  
email: [grohwer@thepacker.com](mailto:grohwer@thepacker.com)  
Phone: (913) 438-0714



**JENNIFER KEARNEY**  
Digital Ad Coordinator  
email: [jkearney@farmjournal.com](mailto:jkearney@farmjournal.com)  
Phone: (913) 438-0779



**CAROLYN ADDINGTON**  
Print Ad Coordinator  
email: [caddington@farmjournal.com](mailto:caddington@farmjournal.com)  
Phone: (913) 438-0720

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# The Packer

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