



Presented by The Packer and Equitable Food Initiative (EFI), *PEOPLE FIRST* is a three-week spotlight on social responsibility in fresh produce that will be featured across all The Packer properties, **February 23 through March 16, 2021**.

Headlining the program will be a four-part webinar series from EFI and a focus on social responsibility in the *Going Green* sustainability tabloid that will be inserted in the March 8 issue of The Packer newspaper. These, along with other planned, in-depth editorial content, will deliver dozens of chances for your brand to align with key thought leaders and change makers in social responsibility. Check out the list of advertising opportunities – including cost-saving packages – below. For more information, please contact your The Packer sales rep or email Joelle Stephens, sales operations manager, at jstephens@thepacker.com.

The Packer



ADVERTISING OPPORTUNITIES:

PACKAGE 1 – \$15,000:

- Full-page ad in sustainability tabloid insert
- Logo recognition in all promotional materials promoting the EFI webinar (print and digital ads, eBlasts, social media graphics, etc.)
- The Packer AM/PM eNewsletter module for one day
- Tip of the Iceberg podcast interview (5–7-minute audio interview; advertiser-guided content; promoted across The Packer properties)
- News&Views video interview (3–5-minute video interview;
- 300x250 ad in social responsibility eNewsletter

PACKAGE 2 – \$10,000:

- Full-page ad in sustainability tabloid insert
- Logo recognition in all promotional materials promoting the EFI webinar (print and digital ads, eBlasts, social media graphics, etc.)
- Tip of the Iceberg podcast interview (5–7-minute audio interview; advertiser-guided content; promoted across The Packer properties)
- 300x250 ad in social responsibility eNewsletter

PACKAGE 3 – \$5,000:

- Half-page ad in sustainability tabloid insert
- Logo recognition in all promotional materials promoting the EFI webinar (print and digital ads, eBlasts, social media graphics, etc.)
- Company listing in social responsibility eNewsletter (text only)

PACKAGE 4 – \$2,500:

- ¼-page ad in sustainability tabloid insert
- Company listing in social responsibility eNewsletter (text only)

INDIVIDUAL ADS:

- Full-page ad in sustainability tabloid insert – \$6,000
- Half-page ad in sustainability tabloid insert – \$4,180
- ¼-page ad in sustainability tabloid insert – \$3,200



WEBINAR SERIES:

- February 23: Intro to the Ethical Charter
 - EFI: Peter O'Driscoll – Executive Director
 - Guest: Anabella de Freeman, Sr. Manager, Sustainability Strategic Initiatives Produce, Walmart
- March 2: Myths & Realities of Social Compliance
 - EFI: Karla Cook – Certification Manager
 - Guest: Amalia Lommel, Director of Social Responsibility, GoodFarms
- March 9: Integrating Worker Voice
 - EFI: Gretta Siebentritt – Director of Workforce Development
 - Guest: Pamela Aceves, HRBP Director for F&A & IT – Global, NatureSweet
- March 16: Responsible Recruitment
 - EFI: Kenton Harmer – Managing Director
 - Guest: Norma Encinas, H2A Program Director, CIERTO

