

VGN

VEGETABLE GROWERS NEWS

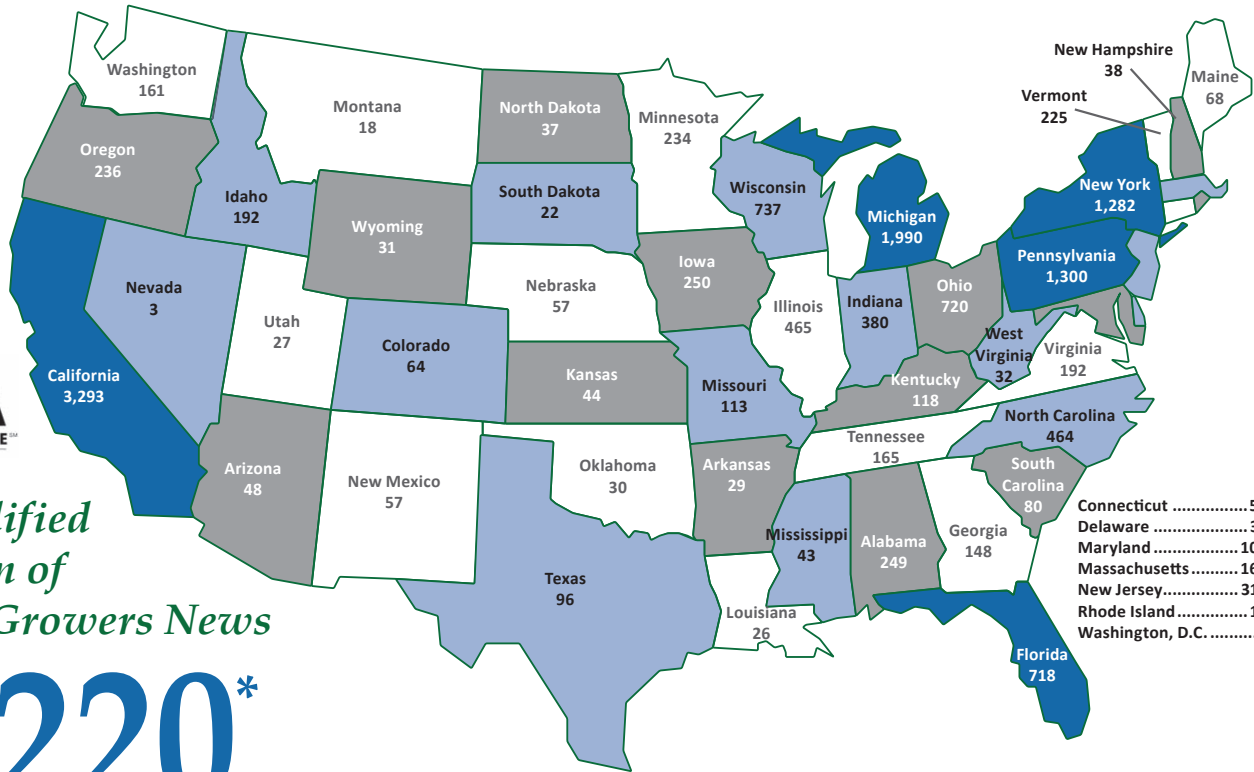
2010

MEDIA KIT

www.vegetablegrowersnews.com

VGN Circulation

Alaska10
 Hawaii13
 Canada.....28
 International4



Total Qualified Circulation of Vegetable Growers News

15,220*

* (Source: June 2009 BPA Circulation Statement; does not include trade show distribution)

Industry Events Special Distribution**

- | | | |
|---|---|---|
| CSA Conference | International Pepper Conference | Ohio Produce Growers and Marketers Association Congress |
| Deep South Regional Fruit, Veg Conference | Kentucky Fruit and Vegetable Conference | Oklahoma-Arkansas Hort Industries Show |
| Empire State Fruit and Veg Expo | Michigan Greenhouse Growers Expo | Pacific Northwest Vegetable Conference |
| Florida Fruit and Vegetable Association Annual Convention | Mid-Atlantic Fruit and Vegetable Show | Southeast Fruit and Vegetable Conference |
| Florida Tomato Committee Annual Meeting | MOSES Organic Conference | Southwest Michigan Hort Days |
| Great Lakes EXPO | North American Farmers' Direct Marketing Convention | Tennessee Fruit and Veg Conference |
| Illinois Specialty Crop Convention | National Watermelon Convention | Upper Midwest Fruit, Veg Show |
| Indiana Horticultural Congress | New Jersey Vegetable Show | Washington Potato and Onion Meeting |
| International Irrigation Show | North Carolina Vegetable Conference | Wisconsin Fresh Fruit and Vegetable Conference |
| | Northern Piedmont Specialty School | |

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616-887-9008 • Fax 616-887-2666

**Publisher's own data based on 2009 show distribution - subject to change

2010 VGN Print Advertising Rates

4 Color Ad Rates

Size	1x	6x	12x
Tabloid Spread	\$5,120	\$4,840	\$4,600
Tabloid 1/2 Pg. Spread	\$4,710	\$4,390	\$4,120
Tabloid Page	\$3,675	\$3,450	\$3,260
Magazine Page Plus	\$3,440	\$3,195	\$2,985
Magazine Page	\$3,155	\$2,915	\$2,710
Tabloid 1/3 Page	\$2,325	\$2,205	\$2,100
Tabloid 1/4 Page	\$2,175	\$2,080	\$2,015
Tabloid 1/6 Page	\$1,995	\$1,925	\$1,875
Tabloid 1/8 Page	\$1,950	\$1,875	\$1,825

Black & White Ad Rates

Size	1x	6x	12x
Tabloid Spread	\$2,910	\$2,675	\$2,465
Tabloid 1/2 Pg. Spread	\$1,765	\$1,670	\$1,590
Tabloid Page	\$1,635	\$1,535	\$1,455
Magazine Page Plus	\$1,030	\$955	\$885
Magazine Page	\$915	\$840	\$775
Tabloid 1/3 Page	\$570	\$530	\$505
Tabloid 1/4 Page	\$415	\$385	\$370
Tabloid 1/6 Page	\$255	\$225	\$210
Tabloid 1/8 Page	\$210	\$195	\$190

Split-Run Charges:

	1 page	2 pg. spread
B&W	\$290	\$410
2C	\$410	\$570
4C	\$800	\$985

Display Classified:

\$32 per column inch.
(Column inch is
2.375" wide x 1" deep)

4-color ad insertions are non-cancelable

Color Options: \$300 – Standard red, green, yellow or blue, \$600 – Matched color

Ad Specifications



General Information:

- Process: Web Offset Lithography
- Binding: Saddlestitch
- Advertising materials will be retained for one year unless otherwise requested.

Fonts:

- Please include or embed all document fonts.
- We are not responsible for print quality of ad copy below 10-point size.

Color:

- All color images must be CMYK.
- Do not use RGB, PMS or Indexed Color images.

Document Size & Information:

- Trim size dimensions: 10.375" x 13.75"
- Live area must be at least 3/8" from the trim.
- All bleeds must extend AT LEAST 1/8" beyond the trim.

Placed Graphics:

- Include or embed all images used in the document.
- Avoid nesting EPS files within other EPS files.
- Avoid excess sizing (above 15%) or skewing of images.

Electronic Ad Submissions:

Ad materials must be sent via e-mail, CD or FTP.

- Image size: 300 dpi
- We accept the following formats:
 - PDF, EPS and TIFF files (must be print ready)
 - Adobe CS4 or earlier (InDesign, Photoshop, Illustrator)
 - QuarkXPress 6 or earlier
- Microsoft Publisher and Adobe PageMaker files cannot be accepted.

Ad Sizes

Trim Size	10.375" x 13.75"
Tabloid Spread	20" x 12.75"
Tabloid 1/2 Page Spread	20" x 6.375"
Tabloid Page	9.625" x 12.75"
Magazine Page Plus (vertical)	7.2" x 10"
Magazine Page Plus (horizontal)	9.625" x 7.25"
Magazine Page (vertical)	7.2" x 9"
Magazine Page (horizontal)	9.625" x 6.375"
1/3 Page (vertical)	4.75" x 8.4"
1/3 Page (horizontal)	9.625" x 4"
1/4 Page	4.75" x 6"
1/6 Page	4.75" x 4"
1/8 Page	4.75" x 3"
Farm Market Spotlight	3.5" x 4.375"

Send files to:

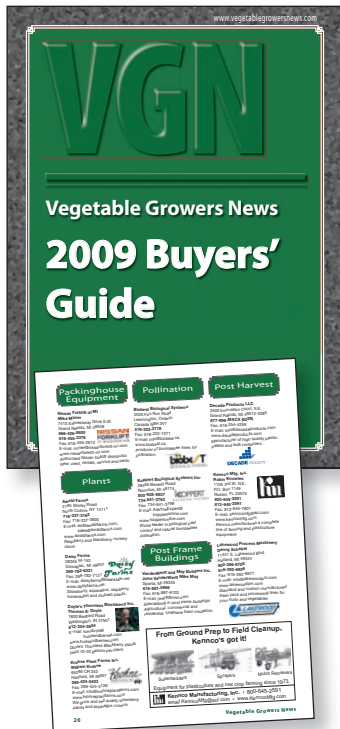
Vegetable Growers News
Attn: Greg Ryan, Graphic Designer
75 Applewood Dr., Suite A
Sparta, MI 49345

Ads less than 10MB may be sent to: production@vegetablegrowersnews.com.
Ads over 10MB should be uploaded to our ftp site: [ftp.greatamericanpublish.com](ftp:ftp.greatamericanpublish.com) (user name: u38721114-gapdesign, password: ftpuser).

Call Greg Ryan at 616-887-9008, ext. 105, or e-mail production@vegetablegrowersnews.com if you have questions.

2011 VGN Buyers' Guide

Print



The most comprehensive supplier directory in the vegetable industry is published annually and polybagged with our December issue. It also is available online for an entire year.

Be sure to reserve advertising space and your listing for this must-have guide.

Contact Greg Sebel for rate information and to reserve your space!
616-887-9008, ext. 104,
advertising@vegetablegrowersnews.com

Online



Online Buyers' Guide Listing and Logo with Link:

\$150 – Call for details

Other Marketing Opportunities

Events

- Bus tours** — Tours are planned for niche audiences throughout the year to provide in-depth networking and one-on-one opportunities to interact with subscribers and attendees.
- Webinars** — Online educational sessions on specific topics will be offered throughout the year to niche audiences using expert speakers. Call to learn about sponsorship packages.

Other custom event sponsorships also are available. Contact Greg Sebel to let us know of your event sponsorship interest so we can match it with an appropriate event to best meet your marketing goals.

Expand Your Reach

We offer a number of other services to enhance your marketing efforts, including inserts, direct mailing, bellybands, false covers and special job prints.

Please call Greg Sebel to learn about all the services we offer.

Strengthen your marketing campaign — reach an expanded crop of subscribers with Great American Publishing's other targeted magazines:



Call 616-887-9008 for information about advertising in one of these other targeted publications.

2010 VGN Editorial Calendar

In Every Issue

*Grower Profiles • Production Topics • Industry News • Crop Protection News
Research Reports • Guest Columnists • Calendar of Events*

January

Special Sections

Farm Market
Mechanization
Organic
Sweet Corn

** Bonus Distribution*

Indiana Horticultural Congress
Southeast Regional Fruit & Vegetable
Conference
Ohio Produce Growers & Marketers Congress
New Jersey Vegetable Growers Meeting
Wisconsin Fresh Fruit and Vegetable Conference

Materials Due: Nov. 24

February

Special Sections

Crop Protection Update
Farm Market
Growing Under
Irrigation
Onions
Organic

** Bonus Distribution*

Empire State Fruit and Vegetable Expo
Iowa Fruit and Vegetable Growers Conference
Mid-Atlantic Fruit and Vegetable Congress
NAFDMA Annual Convention
Upper Midwest Fruit and Vegetable Conference

Materials Due: Dec. 24

March

Special Sections

Farm Market
Organic
Peppers
Pollination
Pumpkins
Tomatoes

Materials Due: Jan. 29

April

Special Sections

Farm Market
Growing Under
Irrigation
Organic

Materials Due: Feb. 26

May

Special Sections

Farm Market
Organic

Materials Due: March 26

June

Special Sections

Farm Market
Growing Under
Organic

Materials Due: April 30

July

Special Sections

Farm Market
Irrigation & Water Management
Organic

Materials Due: May 28

August

Special Sections

Farm Market
Growing Under
Organic

Materials Due: June 25

September

Special Sections

Farm Market
Organic

Materials Due: July 30

October

Special Sections

Farm Market
Growing Under
Organic

Materials Due: Aug. 27

November

Special Sections

Farm Market
Organic
Seed

Materials Due: Oct. 1

December

Special Sections

Farm Market
Growing Under
Irrigation
Organic

** Bonus Distribution*

Great Lakes Fruit, Vegetable & Farm
Market EXPO

Materials Due: Oct. 29

2011 Buyers' Guide

(Additional value-added magazine mailed with the
December issue and available online)

Materials Due: Oct. 8

**Publisher's own data.*

Please direct all editorial inquiries and news releases to
Matt Milkovich at writer@vegetablegrowersnews.com,
or call him at 616-887-9008, ext. 102.

2010 VGN Online Rates & Specifications

www.vegetablegrowersnews.com

Increase your visibility, expand your reach, strengthen your message. Put your message in front of growers 24/7 on www.vegetablegrowersnews.com.

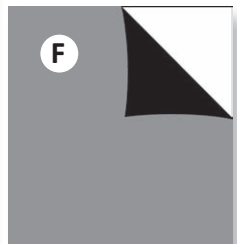
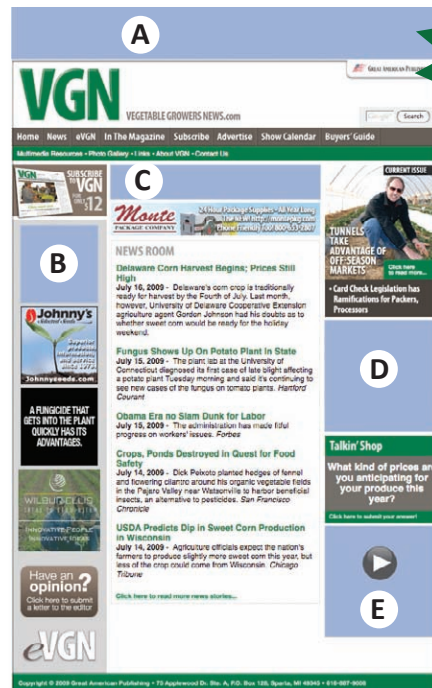
Web Site Ad Rates & Specs

Size	1x	12x
A. Leaderboard ad (780 x 70 pixels)	\$400	\$330
B. Button ad (140 x 140 pixels)	\$175	\$140
C. Banner ad (380 x 60 pixels)	\$275	\$230
D. Premier ad (200 x 200 pixels)	\$350	\$290
E. Video button (200 x 200 pixels)	\$350	\$290
F. Pagepeel ad	\$880 (weekly rate)	
G. Online transparency	\$880 (weekly rate)	

Ad Submissions:

- Acceptable files: GIF, JPEGs and Flash (SWF)
- Files should not exceed 40 KB.

17,907
unique visitors
per month!*



E-Newsletter

eVGN provides a direct line from marketers to growers — providing you even more opportunities to put your message at growers' fingertips. Launched in 2009, eVGN is delivered monthly to more than 3,428** subscribers and contains exclusive information not found in the pages of Vegetable Growers News. Sign up for an annual sponsorship, and you're guaranteed to reach subscribers at least 12 times each year. Sponsorships are limited and are sold on a first-come, first-served basis. Call Greg Sebel at 616-887-9008, ext. 104, to find out how you can be part of these interactive resources for the nation's vegetable industry.

E-Newsletter Ad Rates & Specs

Size	1x	6x	12x
A. Banner ad (380 x 60 pixels)	\$750	\$575	\$475
B. Button ad (140 x 140 pixels)	\$390	\$290	\$250
C. Skyscraper ad (120 x 600 pixels)	\$550	\$500	\$460

Note: The eVGN image is an example image only. Actual newsletter sidebar includes Question of the Month, Industry News and advertiser information underneath the Table of Contents.



Other Online Opportunities

- Custom e-mail blasts
- Blog sponsorships
- Video ads
- Custom multimedia sponsorships (call for more information)

Call Greg Sebel today to find out how you can be part of these interactive resources for the nation's vegetable industry.

*Publisher's own data: average monthly unique visitors from Aug. 2008 - July 2009. **Publisher's own data.