

PENNSYLVANIA
VEGETABLE GROWERS

NEWS

for the commercial vegetable, potato and berry grower

published by the *Pennsylvania Vegetable Growers Association* 815 Middle Road, Richfield, Pennsylvania 17086
William Troxell, Executive Secretary 717-694-3596 telephone and fax pvga@pvga.org www.pvga.org

ADVERTISING INFORMATION

PUBLICATION DATES The Pennsylvania Vegetable Growers News is published at the end of each month. Special editions in June and November publicize our summer educational events (June) and our winter convention (November). Our January issue is a Buyers Guide distributed to members and prospective members by mail, at our annual Convention and at growers meetings throughout the winter. All newsletter advertisers will be listed in this Buyers Guide at no charge.

CIRCULATION About 3,300 copies of the January Buyers Guide will be distributed. The June and November special editions are mailed to over 2,500 persons. The nine regular issues are mailed to over 1,000 members and other persons interested in the vegetable, potato or berry industries.

CONVENTION PROCEEDINGS Advertising space is also available in the Proceedings of our annual Convention. Circulation is about 1,000. Specifications are the same as for the newsletter and rates are the same as June and November special issues.

RATES per issue (NET– non-commissionable)
as of October 1, 2007

	Buyers Guide Jan.	Special Editions Jun. and Nov.	Regular Editions (each month except Jan., Jun. and Nov.)
Inserts – (see conditions below)	\$550	\$450	\$225
Full Page (7.5"W x 10"H)	\$400	\$330	\$165
Half Page (7.5"W x 4.75"H or 3.5"W x 10"H)	\$200	\$170	\$85
Third Page (7.5"W x 3"H or 3.5"W x 7"H)	\$130	\$110	\$55
Quarter Page (3.5"W x 4.75"H)	\$100	\$85	\$45
Eighth Page (3.5"W x 2.25"H)	\$55	\$45	\$25
Classified (first 6 lines)		\$20	\$15

A 5% discount will be allowed for advertisers who purchase over \$660 worth of advertising in a 12-month period or who advertise in each edition.

SPECIFICATIONS The type page is 7 1/2" wide by 10" high. Advertisements may be submitted as:

- a pdf file (the preferred format if no changes need to be made);
- an Adobe Illustrator or Quark Express folder (include all artwork, fonts, etc. in Macintosh format);
- camera-ready copy (in the positive form - no negatives - with a screen of 120); or
- clearly hand-printed or typewritten copy (include any logos or photographs).

Special arrangements for two-color advertisements can be made at an additional cost. **The deadline for the receipt of advertising copy is the first day of the month of publication** except for the Buyers' Guide deadline which will be **October 24**.

INSERTIONS Pre-printed insertions supplied by the advertiser can be inserted in any edition. Rates listed above are for standard 8.5" x 11" sheets. Please call for quotes on other sized inserts and to make the necessary arrangements.

PAYMENT If possible, a check payable to the "Penna. Vegetable Growers Ass'n." should be included with the order. Otherwise, an invoice will be sent after publication each month.



ADVERTISING RESERVATION

Return this sheet with your advertisement to:

Pennsylvania Vegetable Growers Association 815 Middle Road, Richfield, PA 17086
 William Troxell, Executive Secretary 717-694-3596 phone and fax pvga@pvga.org www.pvga.org

Firm _____

Contact Person _____ Website _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ - _____ - _____ Fax _____ - _____ - _____ Email _____

All advertisers will be listed free in the January Buyers' Guide. Check all the appropriate categories under which your firm should be listed. **Deadline for Buyers' Guide is October 24.**

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|---------------------------------|--------------------------------------|---------------------------------|
| Pesticides 01 | Pesticide Application Equip. 08 | Pesticide Applicators 14 |
| Fertilizers 02 | Mulching/ Row Covers 09 | Vegetable Plants 15 |
| Vegetable Seeds 03 | Berry Nursery 10 | IrrigationEquipment&Supplies 16 |
| Planting Equipment 04 | Tillage & Cultivating Equipment 11 | Plasticulture Equipment 22 |
| Harvesting Equipment 17 | Grading, Packing & Storage Equip. 05 | Containers & Pkg. Supplies 12 |
| Greenhouse Equip. & Supplies 18 | Plugs/Rooted Cuttings 06 | Bedding Plant Seeds 13 |
| Management Serv. & Products 19 | Sales/Brokerage Services 07 | Direct Marketing Supplies 21 |
| Other _____ | | |

Circle prices under appropriate issues and sizes

	Insert	Full	Half	Third	Quarter	Eighth	Classified
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June 2008 (special)	\$450	\$330	\$170	\$110	\$85	\$45	\$20
July 2008	\$225	\$165	\$85	\$55	\$45	\$25	\$15
August 2008	\$225	\$165	\$85	\$55	\$45	\$25	\$15
September 2008	\$225	\$165	\$85	\$55	\$45	\$25	\$15
October 2008	\$225	\$165	\$85	\$55	\$45	\$25	\$15
November 2008 (special)	\$450	\$330	\$170	\$110	\$85	\$45	\$20
December 2008	\$225	\$165	\$85	\$55	\$45	\$25	\$15
2009 Proceedings	\$450	\$330	\$170	\$110	\$85	\$45	X
January 2009 (Buyer's Guide)	\$550	\$400	\$200	\$130	\$100	\$55	X
February 2009	\$225	\$165	\$85	\$55	\$45	\$25	\$15
March 2009	\$225	\$165	\$85	\$55	\$45	\$25	\$15
April 2009	\$225	\$165	\$85	\$55	\$45	\$25	\$15
May 2009	\$225	\$165	\$85	\$55	\$45	\$25	\$15

Subtotal \$ _____

** 5% discount allowed on totals over \$660 or Discount** -- \$ _____

on orders for monthly insertions. Total \$ _____