



*If you sell your products or services to
Pennsylvania vegetable, potato, small fruit,
greenhouse vegetable or bedding plant growers,
or to farm marketers
then you need to advertise in the
two upcoming Special Issues of the*

PENNSYLVANIA
VEGETABLE GROWERS

NEWS

for the commercial vegetable, potato and berry grower



*-- the November 2021 issue
(which publicizes the in-person
2022 Mid-Atlantic Fruit and Vegetable Convention)
and the January 2022 Buyers Guide issue.
Both of these issues will reach over 3,800 persons.
The deadline for the November issue is Nov. 1.*

The 2021 Buyer's Guide issue will be distributed to our members and prospective members by mail.

Deadline for ads is November 15.

See our current rates on the enclosed sheet.

Place any size advertisement in any issue of the Pennsylvania Vegetable Growers News and your company will be listed in the Buyer's Guide free.

The November issue publicizing the 2022 Mid-Atlantic Fruit and Vegetable Convention will also be mailed to our master mailing list which includes most of the vegetable growers in Pennsylvania plus many potato, small fruit and greenhouse growers plus farm marketers.

The 2022 Mid-Atlantic Fruit and Vegetable Convention will be in-person at the Hershey Lodge – February 1 to 3.

Exhibit Space is available in the Trade Show.

Don't overlook this opportunity to be a part one of the best shows of its kind in the Northeast.

Call Maureen Irvin at 717-677-4184 or go to www.mafvc.org for information on exhibiting.

Advertising space is also available in the

Vegetable Proceedings of the of

2022 Mid-Atlantic Fruit and Vegetable Convention.

We are also offering a new advertising opportunity!

The PVGA Update is emailed weekly to 580+ members and correspondents.

A 1.5" banner ad in the email will be just \$50 per week.

Finally, consider a monthly ad in the



It allows you to keep your name in front of our 900 plus members and correspondents on a monthly basis for a reasonable price.

Questions? Please contact William Troxell at 717-694-3596 or pvga@pvga.org or see the enclosed information sheet.

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 Director 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 also distributed to members and prospective members by mail. **All advertisers will be listed in the Buyers Guide free.**

CIRCULATION Over 3,800 copies of the January Buyers Guide and of the November Convention issue will be distributed. The June special edition is mailed to over 3,400 persons. The nine regular issues are mailed to over 900 members and other persons involved in the vegetable, potato or berry industries.

CONVENTION PROCEEDINGS Advertising space is also available in the Proceedings of our annual Convention. Circulation is normally about 1,000 copies – mostly hard copies but some digital. Specifications are the same as for the newsletter and rates are the same as June special issues.

RATES per issue (NET– non-commissionable)
as of October 18, 2021.

	Jan. Buyers Guide & Nov. Conv.	Jun. & Proceedings.	Regular Editions (each month except Jan., Jun. and Nov.)
Inserts – (see conditions below)	\$1,150	\$1,000	\$400
Full Page (7.5"W x 9.5"H)	\$550	\$485	\$262
Half Page (7.5"W x 4.5"H or 3.5"W x 9.5"H)	\$286	\$252	\$136
Third Page (7.5"W x 3"H or 3.5"W x 7"H)	\$195	\$172	\$93
Quarter Page (3.5"W x 4.5"H)	\$151	\$133	\$72
Eighth Page (3.5"W x 2.25"H)	\$80	\$70	\$38
Classified (first 10 lines)	\$25	\$20	\$15
Full Color – add to the regular price for space above	\$1,200*	\$1,000*	\$600*

* color rates are subject to change without notice

A 5% discount will be allowed for advertisers who purchase **over \$1,025 worth of advertising in a 12-month period or who advertise in each edition. PLEASE NOTE: We do not offer the 5% discount on color upcharges.**

SPECIFICATIONS The type page is 7 1/2" wide by 9.75" high. Advertisements may be submitted as: 1) a pdf file (the preferred format); 2) camera-ready copy or 3) clearly hand-printed or typewritten copy (include logos or photographs). Special arrangements for full-color advertisements can be made at an additional cost as noted above.

The deadline for advertising copy is the first day of the month of publication except for the January Buyers' Guide for which it will be **November 15.**

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.

PVGA UPDATE ADS Banner ads 1.5" high are available in this weekly email sent to 580+ persons.

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. **Out-of-country advertisers please note that all payments must be in U.S. dollars and paid by a check drawn on a U.S. bank or by credit card.**



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 November 1.**

Pesticides 01	Pesticide Application Equip. 08	Pesticide Applicators 14
Fertilizers 02	Mulching/ Row Covers 09	Vegetable Plants 15
Vegetable Seeds 03	Berry Nursery 10	Irrigation Equipment & 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	Full-Color*
November 2021 (Convention)	\$1,150	\$550	\$286	\$195	\$151	\$80	\$25 \$1,200*
December 2021	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
2022 Proceedings	xxx	\$485	\$252	\$172	\$133	\$70	xxx call for price
January 2022 (Buyer's Guide)	\$1,150	\$550	\$286	\$195	\$151	\$80	\$25 \$1,200*
February 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
March 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
April 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
May 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
June 2022 (special)	\$1,000	\$485	\$252	\$172	\$133	\$70	\$20 \$1,000*
July 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
August 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
September 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*
October 2022	\$400	\$262	\$136	\$93	\$72	\$38	\$15 \$600*

PVGA Update email 1.5" banner \$50 per week – specify weeks _____

* cost for full-color ads is in addition to space cost and is subject to change without notice.

** 5% discount allowed on totals over \$1,050 or on orders for monthly insertions – DISCOUNT IS **NOT** ALLOWED ON COLOR UPCHARGES.

Subtotal \$ _____

Discount** -- \$ _____

Total \$ _____