

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 \$ _____