

# Produce merchandising

## 2009 PRINT RATES

For supermarket produce executives, *Produce Merchandising* shows how to improve department competitiveness with information on trends, operations, promotions and, of course, produce merchandising. Published monthly.

### PUBLICATION SPECIFICATIONS

Magazine size: 3 column format  
 Printing: Web offset, 50# enamel stock  
 Binding: Saddle stitched  
 Non-bleed page size: 7" x 10"  
 Bleed page size: 8<sup>1</sup>/<sub>8</sub>" x 11"  
 (keep live matter at least 1/2" in from bleed edges)  
 Final trim: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
 Color: Process color or spot color from process tints

### MATERIALS ACCEPTED

Ad material must be in digital format. For 4-color advertising, a proof is necessary and must be generated from a SWOP certified proofing system. If not provided, one will be made and charged to the advertiser.

For digital magazine specifications and approved file formats, see *The Packer Online* at [www.thepacker.com](http://www.thepacker.com) or call Susan Ramsdell at 800-255-5113 for a faxed or e-mailed copy.

Ad preparation charges are additional and can include, but are not limited to, color scans, proofing, stock photography, film processing and file manipulation.

### INSERTS

Single-page tipped inserts measure 8"x11" and will trim 1/8" on head, foot & face.

Multiple page inserts: Please contact the Production Department at 800-255-5113 for insert binding specifications.

Insert samples should be submitted to Production Department, *Produce Merchandising*, 10901 W. 84th Terr., Lenexa, KS 66214 for approval. Samples must arrive by close date of issue.

### SHIP PRE-PRINTED INSERTS DIRECTLY TO:


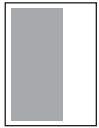

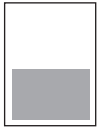
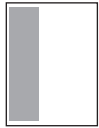

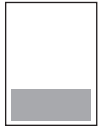
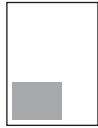
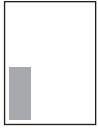
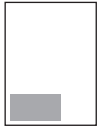
R.R. Donnelley & Sons, Inc.  
 121 Matthews Dr.  
 Senatobia, MS 38668.

Include identification and date of insertion on label.

### UNIT RATES (Black & White)

|           | 1x      | 3x      | 6x      | 12x     | 18x     | 24x     |
|-----------|---------|---------|---------|---------|---------|---------|
| Full Page | \$4,939 | \$4,353 | \$3,863 | \$3,469 | \$3,288 | \$3,116 |
| 2/3 Page  | \$4,217 | \$3,722 | \$3,293 | \$2,954 | \$2,803 | \$2,661 |
| Island    | \$3,924 | \$3,459 | \$3,060 | \$2,818 | \$2,611 | \$2,480 |
| 1/2 Page  | \$3,156 | \$2,778 | \$2,459 | \$2,212 | \$2,096 | \$1,985 |
| 1/3 Page  | \$2,909 | \$2,560 | \$2,267 | \$2,045 | \$1,934 | \$1,833 |
| 1/4 Page  | \$2,030 | \$1,788 | \$1,586 | \$1,419 | \$1,343 | \$1,283 |
| 1/6 Page  | \$1,485 | \$1,303 | \$1,156 | \$1,035 | \$980   | \$939   |

### 3 COLUMN FORMAT 1 column ... 2<sup>1</sup>/<sub>8</sub>" 2 columns ... 4<sup>1</sup>/<sub>2</sub>" 3 columns ... 7"

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Full Page<br>7" x 10"                                                               | 2/3 Page<br>4 <sup>1</sup> / <sub>2</sub> " x 10"                                   | Island<br>4 <sup>1</sup> / <sub>2</sub> " x 7 <sup>1</sup> / <sub>2</sub> "          | 1/2 Page<br>7" x 4 <sup>7</sup> / <sub>8</sub> "                                      | 1/3 Page<br>2 <sup>1</sup> / <sub>8</sub> " x 10"                                     |
|  |  |  |  |  |
| 1/3 Page<br>4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> "       | 1/3 Page<br>7" x 3 <sup>1</sup> / <sub>4</sub> "                                    | 1/4 Page<br>4 <sup>1</sup> / <sub>2</sub> " x 3 <sup>3</sup> / <sub>4</sub> "        | 1/6 Page<br>2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "         | 1/6 Page<br>4 <sup>1</sup> / <sub>2</sub> " x 2 <sup>3</sup> / <sub>8</sub> "         |

### COLOR RATES

1-color ... \$695                      2-color ... \$1,335                      3-4 color ... \$1,975

Gutter bleeds permitted on spread. Color charged per page.

### PREMIUM POSITION RATES

Back Cover ... \$9,105                      Inside Front ... \$8,050                      Inside Back ... \$7,201

**Stop press charge: \$800 net**

### INSERT RATES

| Unit   | 1x        | 3x         | 6x         | 12x        |
|--------|-----------|------------|------------|------------|
| 2 page | \$4,938.9 | \$4,353.1  | \$3,863.25 | \$3,469.35 |
| 4 page | \$7,908.3 | \$6,963.95 | \$6,186.25 | \$5,741.85 |

Multiple pages, call for quote