



# the GUIDE

## 2009 PRINT RATES

An annual buyers' guide, *The Guide* is the most complete listing available for sources of fruits, vegetables, and specialty items, highlighted in individual sections with marketing tips and handling information.

### UNIT RATES (Black & White)

Advertorial .....	\$ 8,161
Full Page .....	\$ 4,934
Island .....	\$ 3,666
1/2 Page .....	\$ 3,035
1/3 Page .....	\$ 2,535
1/4 Page .....	\$ 2,030
1/8 Page .....	\$ 1,343
1/16 Page .....	\$ 717

#### PUBLICATION SPECIFICATIONS

Magazine size: 4 column format

Printing: Web offset, coated enamel stock

Binding: Perfect

Non-bleed page size: 7" x 10"

Bleed page size: 8 1/8" x 11" (keep live matter at least 1/2" in from bleed edges)

Final trim: 7 7/8" x 10 3/4"

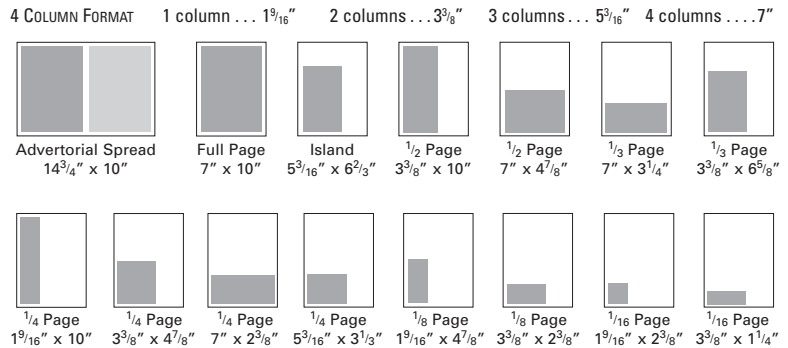
Color: Process color or spot color from process tints

#### 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 913-438-0608 for an e-mailed copy.

**DEADLINE: 3/29/09**



\*Advertorial spread includes one b&w page and one 4-color page

#### 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 ..	\$12,923
Inside Front ..	\$10,231
Inside Back ..	\$ 9,161

#### INSERT RATES

2 page .....	\$7,191
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*Other Options call for quote*



# Fresh Trends

## 2010 PRINT RATES

What do consumers think about produce? It's in *Fresh Trends*, the highlights of *The Packer's* annual consumer research study, presenting consumer attitudes about fruits and vegetables so retailers can plan accordingly. Published annually in December.

### UNIT RATES (Black & White)

Advertorial .....	\$ 8,035
Full Page .....	\$ 4,489
2/3 Island .....	\$ 3,803
Island .....	\$ 3,580
1/2 Page .....	\$ 3,086
1/3 Page .....	\$ 1,954
1/4 Page .....	\$ 1,566
1/6 Page .....	\$ 1,005
1/12 Page .....	\$ 530

#### PUBLICATION SPECIFICATIONS

Magazine size: 3 column format

Printing: Web offset, coated enamel stock

Binding: Perfect

Non-bleed page size: 7" x 10"

Bleed page size: 8 1/8" x 11" (keep live matter at least 1/2" in from bleed edges)

Final trim: 7 7/8" x 10 3/4"

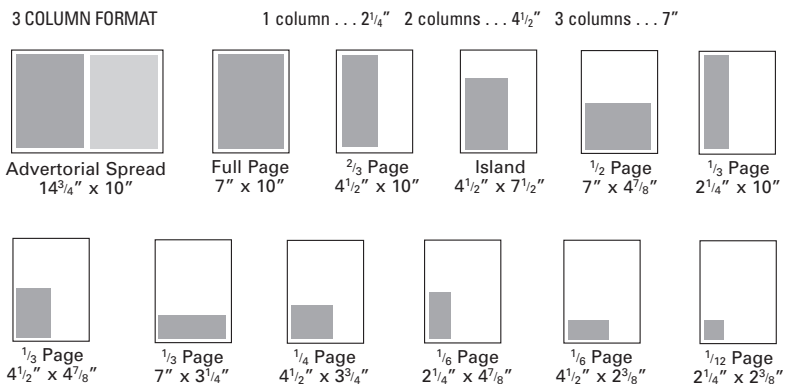
Color: Process color or spot color from process tints

#### 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 913-438-0608 for an e-mailed copy.

**DEADLINE: 12/05/09**



#### COLOR RATES

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

Color charged per page on spreads.

#### PREMIUM POSITION RATES

Back Cover ..	\$11,090
Inside Front ..	\$ 9,913
Inside Back ..	\$ 7,191

#### INSERT RATES

2 page .....	\$6,848
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*Other Options call for quote*