



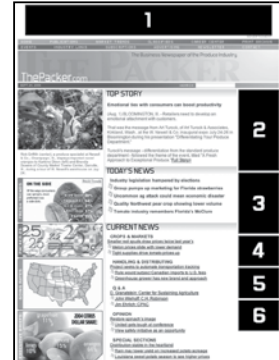
The Packer Online is where readers go for breaking produce industry news and to keep current on what's happening between The Packer newspaper's weekly issues, along with the resource of Red Book Credit Services Online.

ONLINE RATES (monthly)

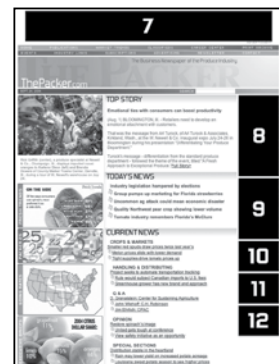
	Position	Size	3x	6x	12x
Home Page Banner	1	728x90	\$1,650	\$1,485	\$1,340
Home Page Vertical	2	120x240	\$990	\$840	\$745
Home Page Box	3	120x180	\$715	\$610	\$540
Home Page Button	4	120x90	\$440	\$375	\$330
Home Page Button	5	120x90	\$385	\$330	\$290
Home Page Button	6	120x90	\$375	\$325	\$280
Article Page Banner	7	728x90	\$715	\$610	\$540
Article Page Vertical	8	120x240	\$660	\$565	\$495
Article Page Box	9	120x180	\$550	\$465	\$410
Article Page Button	10	120x90	\$440	\$375	\$330
Article Page Button	11	120x90	\$330	\$280	\$245
Article Page Button	12	120x90	\$325	\$275	\$240

SCREEN LOCATION

HOME PAGE



ARTICLE PAGE



DIGITAL PACKER

	Size (px)	3x
Top Banner	468x60	\$2,425
Side Top Box	120x240	\$1,815
Side Bottom Box	120x240	\$1,815
Bottom Banner	468x60	\$2,425

BLOG

	Size (px)	3x
Side Banner	234x60	\$1,175

VIDEO SPONSORSHIP

	Size (px)	3x
Video Banner	468x70	\$1,135

WORD SEARCH

Word \$400

NEWSLETTERS

NEWSLETTER RATES (weekly)

	Size (px)	8x	13x	19x	26x	32x	39x	45x	52x
Top (solo)	468x70	\$1,730	\$1,490	\$1,190	\$1,025	\$860	\$770	\$690	\$625
Top (shared)	235x70	\$975	\$850	\$675	\$580	\$475	\$425	\$385	\$340
Side Box	235x70	\$755	\$650	\$540	\$465	\$370	\$345	\$305	\$275
Bottom (solo)	468x70	\$980	\$840	\$675	\$580	\$475	\$425	\$380	\$340
Bottom (shared)	235x70	\$470	\$405	\$345	\$290	\$240	\$225	\$210	\$190

NEWSLETTERS:

NEWSBREAK (THURSDAY)

EXTRA (MONDAY)

WEEKLY WRAP-UP (FRIDAY)

TOP SOLO

Labor shortage also troubles retailers

SIDE BOX

BOTTOM

TOP SHARED

Center for Produce Safety names director

SIDE BOX

BOTTOM/SHARED

TOP SOLO

Center for Produce Safety names director

SIDE BOX

BOTTOM SOLO

PRODUCE CONCEPTS 2008 NEWSLETTER

The Packer is excited to announce the launch of a new monthly food-service e-newsletter. Estimated total distribution is 15,000 subscribers. Be a part of this exciting new fresh idea and news for foodservice which will include:

- News and Trends
- Crop Forecasts
- Guest Commentary
- New Product Spotlight
- Quick Bites
- Seasonal Menu Planning
- Recipes



AD RATES-PRICES REFLECT GROSS PRICES

Position	3x	6x	9x	12x
Top Banner	\$2,500	\$2,185	\$1,875	\$1,625
Spot #2	\$1,000	\$850	\$750	\$650
Spot #3	\$1,000	\$850	\$750	\$650
Spot #4	\$1,000	\$850	\$750	\$650
Spot #5	\$1,000	\$850	\$750	\$650

- Maximum 3x commitment required
- Recipe rate: \$750.00 gross

Fresh Trends Online is a valuable resource with in-depth analysis of consumers' attitudes towards produce. Readers can go online to access:

- *The Packer's* annual consumer research study
- Commodity-by-commodity data displayed in easy-to-read charts and graphs.

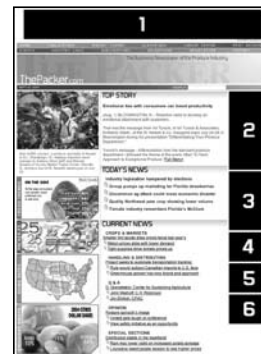
The Guide Online contains merchandising information covering an extensive variety of fruits, vegetables and specialty items. Readers can go online to access:

- Shipper profiles, including contact information from the Red Book
- Immediate access to shippers through links in a buyer's guide searchable by commodity or shipper name

ONLINE RATES (THE GUIDE AND FRESH TRENDS)

	Position	Size	12 Month Run
Home Page Banner	1	728x90	\$2,625
Home Page Vertical	2	120x240	\$2,100
Home Page Box	3	120x180	\$1,840
Home Page Button	4	120x90	\$1,595
Home Page Button	5	120x90	\$1,100
Home Page Button	6	120x90	\$1,050

HOME PAGE



SCREEN LOCATION

SUBMISSION PROCESS

Advertising creative may be submitted using the following methods:

- Email advertising banners via attachment to Connie Dudziak at cdudziak@thepacker.com
Please include:
 - your insertion order number
 - the name of your sales representative
 - your run dates
 - scheduling instructions
 - alt-text tag line
 - your company name and contact information
- Advertiser may post ads on the World Wide Web for *The Packer/RBCS Online* to pick up.
 - Please follow submission process, and email the location of the banner artwork to Connie Dudziak at cdudziak@thepacker.com

FILE SIZE LIMITS

- Maximum file size is 25k
 - Acceptable file formats for web page ads are .gif, .jpg, and .swf (Flash). For Flash ads, a click tracking code must be embedded in the .fla file prior to the creation of the .swf
 - Ads may be static or animated for web pages, and animations may not exceed more than six seconds in length
 - Ads for e-newsletters **MUST** be static .gifs or .jpgs; no animations
 - The target URL must be live at time of submission
- Additional charges may apply for Flash file format. Additional charges may apply for Flash file format.*

MAXIMUM FOUR ADS IN ROTATION