

2010 ONLINE RATES



THE GROWER
ONLINE
www.growermagazine.com



CITRUS + VEGETABLE
ONLINE
www.citrusandvegetable.com

HOME PAGE POSITIONS

The Grower Online gives readers daily access to relevant news for the commercial producers who control 90% of the U.S. fruit and vegetable acreage. As an ad sponsor, your ad links directly to your company Web site.



ONLINE RATES

	Position	Size	3x	6x	12x
Home Page Banner	1	728x180	\$1,400	\$1,245	\$1,095
Home Page Vertical	2	155x225	\$1,015	\$865	\$765
Home Page Box	3	155x155	\$740	\$630	\$570
Home Page Button	4	155x78	\$455	\$400	\$345
Home Page Menu Bar Box (top)	5	94x144	\$395	\$345	\$315
Home Page Menu Bar Box (bottom)	6	94x144	\$400	\$340	\$310


HOME PAGE POSITIONS

Citrus & Vegetable Online provides breaking news and information to our Florida grower readers. As an ad sponsor, your ad links directly to your company Web site.



ONLINE RATES

	Position	Size	3x	6x	12x
Home Page Banner	1	728x180	\$1,400	\$1,295	\$1,095
Home Page Vertical	2	155x225	\$930	\$790	\$695
Home Page Box	3	155x155	\$670	\$570	\$505
Home Page Button	4	155x78	\$415	\$350	\$310
Home Page Menu Bar Box (top)	5	94x144	\$360	\$310	\$275
Home Page Menu Bar Box (bottom)	6	94x144	\$360	\$310	\$275



FRESH
from the **FIELD**
E-NEWSLETTER

12,000+ subscribers
Monthly distribution to the subscribers of The Grower and Citrus + Vegetable Magazines

Fresh from the Field provides the latest news, views and agricultural information from the field to your inbox.

Visit www.growermagazine.com or www.citrusandvegetable.com to subscribe.

NEWSLETTER POSITIONS



NEWSLETTER RATES (monthly)

	Size (px)	3x	6x	12x
Top	468x70	\$910	\$820	\$745
Side Box 1	235x210	\$1,055	\$960	\$910
Bottom	468x70	\$580	\$540	\$495
Side Box 2	235x70	\$580	\$540	\$495

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 Grower to pick up.
 - Please follow submission process, and email the location of the banner artwork to Connie Dudziak at cdudziak@thepacker.com

IMAGE AD SPECIFICATIONS

- 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.

MAXIMUM FOUR ADS IN ROTATION