



PRINT RATES

THE GROWER

The Grower delivers profitable production and management strategies to commercial producers who control 90% of the nation's fruit and vegetable acreage. Published nine times/yr, with combined issues for June/July, September/October and November/December.

2010

UNIT RATES (Black & White)

	1x	3x	6x	12x	24x	36x	48x
SPREAD	\$6,610	\$6,390	\$6,170	\$5,950	\$5,730	\$5,510	\$5,290
FULL PAGE	\$3,636	\$3,409	\$3,296	\$3,183	\$3,069	\$2,956	\$2,843
2/3 PAGE	\$2,796	\$2,642	\$2,487	\$2,333	\$2,178	\$2,060	\$1,942
1/2 PAGE HORIZONTAL	\$1,880	\$1,818	\$1,756	\$1,694	\$1,633	\$1,571	\$1,509
1/2 ISLAND	\$2,096	\$2,034	\$1,972	\$1,911	\$1,849	\$1,787	\$1,725
1/2 PAGE VERTICAL	\$1,880	\$1,818	\$1,756	\$1,694	\$1,633	\$1,571	\$1,509
1/3 PAGE HORIZONTAL	\$989	\$937	\$886	\$834	\$783	\$731	\$680
1/3 PAGE SQUARE	\$989	\$937	\$886	\$834	\$783	\$731	\$680
1/3 PAGE VERTICAL	\$989	\$937	\$886	\$834	\$783	\$731	\$680
1/4 PAGE HORIZONTAL	\$783	\$742	\$700	\$659	\$618	\$577	\$536
1/4 PAGE SQUARE	\$783	\$742	\$700	\$659	\$618	\$577	\$536
1/4 PAGE VERTICAL	\$783	\$742	\$700	\$659	\$618	\$577	\$536
1/6 PAGE HORIZONTAL	\$608	\$572	\$536	\$500	\$464	\$427	\$391
1/6 PAGE VERTICAL	\$608	\$572	\$536	\$500	\$464	\$427	\$391

PUBLICATION SPECIFICATIONS

- Magazine size: 3 column format
- Printing: Web offset, enamel stock
- Binding: Saddle stitched
- 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 1/8" x 10 1/4"
- All color from CMYK

MATERIALS

Advertisers can upload completed ads directly to us for use in our publications at <http://upload.vancepublishing.com>. Click on **ad specifications** for more information.

The required format for ads is PDF using the "PDF/X-1a:2001" setting.

You will need an advertiser account number to access the download center. If you do not have one, please contact one of our sales representatives or call Jenny Barnett at 847-415-8005.

Due to increasing costs, we regret that a \$100 charge will be added to invoices for ads submitted that do not meet our specifications starting October 1, 2008. Please read the specifications carefully before uploading.

INSERTS

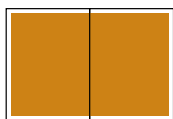
Bound-in single-page inserts must have a minimum 4 1/4" lip folded to front of piece.

Multiple page inserts: Please contact the Production Department at 847-634-2600 for insert binding specifications. Inserts jog to head of book and require 1/4" head trim and face trim, if applicable.

SHIP INSERTS DIRECTLY TO:

R.R. Donnelley & Sons, Inc.,
121 Matthews Dr., Senatobia, MS 38668. Include identification and date of insertion on label. Insert samples should be submitted to Production Department, *Citrus & Vegetable Magazine*, 10901 W. 84th Terr., Lenexa, KS 66214. Samples must arrive by close date of issue as well as number of inserts per carton.

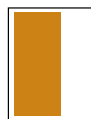
3 COLUMN FORMAT 1 column . . . 2 1/8" 2 columns . . . 4 1/2" 3 columns . . . 7"



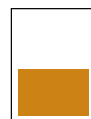
Spread
15" x 10"



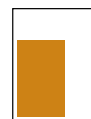
Full Page
7" x 10"



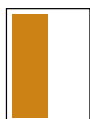
1/2 Page Vert.
4 1/2" x 10"



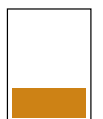
1/2 Page Horiz.
7" x 4 1/8"



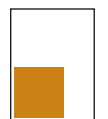
1/2 Island
4 1/2" x 7 1/2"



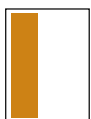
1/2 Page
3 1/8" x 10"



1/3 Page Horiz.
7" x 3 1/8"



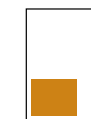
1/3 Page Square
4 1/8" x 4 1/8"



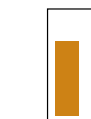
1/3 Page Vert.
2 1/8" x 10"



1/4 Page Horiz.
7" x 2 1/8"



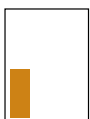
1/4 Page Square
4 1/2" x 3 1/8"



1/4 Page Vert.
2 1/8" x 7 1/2"



1/6 Page Horiz.
4 1/2" x 2 1/8"



1/6 Page Vert.
2 1/8" x 4 1/8"

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 . . . \$6,890

Inside Front . . . \$6,805

Inside Back . . . \$6,480

STOP PRESS CHARGE . . . \$500

Per regional or demographic split, per page

CLASSIFIED RATES

	1x	3x	6x	9x	12x
Per Word	\$1.55	\$1.50	\$1.45	\$1.40	\$1.35
Per Inch	\$135.00	\$130.00	\$125.00	\$120.00	\$115.00
Blind Box \$25.00 per ad / per insertion					

PUBLISHERS PROTECTION CLAUSE

Rates and conditions given in this rate card are subject to change without notice. Contracts, orders or copy instructions containing conditions which conflict with the publisher's policies will not be considered binding on the publisher. Orders containing incorrect rates will be billed at rates in force at the time. Any tax hereafter applicable to advertising will be added to the prevailing rates. The publisher reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claims as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher.

Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions and facts) of advertisements printed, and also assume responsibility for any claims made against the publisher arising from or related to such advertisements. In the event that legal action or claim is made against the publisher arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify and hold harmless the publisher, and to pay any judgment, expenses and legal fees incurred by the publisher as a result of said legal action or claim.

The publisher reserves the right to reject any advertising which it feels is not in keeping with the publication's standards. Failure by publisher to insert in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract. The publisher requires that proof of postal clearance be provided prior to publication of any advertisement containing contest copy. The word "advertisement" will be placed above or below any copy, which in the publisher's opinion resembles editorial matter. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.

Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Delinquent accounts may be subject to carrying charges for unpaid balance. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. If within a 12-month period from the date of the first insertion, advertisers do not use the amount of insertions upon which their billings have been based, the rate applicable for the amount of space placed will apply retroactive to the first insertion. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate.

All invoices are net 30 days. Invoices not paid within 30 days are subject to a 1 ½ % per month carrying charge. No cash discounts. All rates payable in U.S. funds.