

Produce merchandising

2010 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, enamel stock
 Binding: Saddle stitched
 Non-bleed page size: 7" x 10"
 Bleed page size: 8¹/₈" x 11"
 (keep live matter at least 1/2" in from bleed edges)
 Final trim: 7⁷/₈" x 10³/₄"
 Color: Process color or spot color from process tints

MATERIALS ACCEPTED

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

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 specifications.

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

SHIP PRE-PRINTED INSERTS DIRECTLY TO:




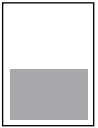
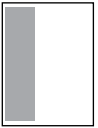
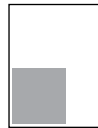

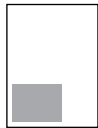
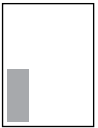

R.R. Donnelley & Sons, Inc.
 Attn: Larry Ekedal
 121 Matthews Dr.
 Senatobia, MS 38668.

Include publication 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 1/4" 2 columns ... 4 1/2" 3 columns ... 7"

				
Full Page 7" x 10"	2/3 Page 4 1/2" x 10"	Island 4 1/2" x 7 1/2"	1/2 Page 7" x 4 7/8"	1/3 Page 2 1/4" x 10"
				
1/3 Page 4 1/2" x 4 7/8"	1/3 Page 7" x 3 1/4"	1/4 Page 4 1/2" x 3 3/4"	1/6 Page 2 1/4" x 4 7/8"	1/6 Page 4 1/2" x 2 3/8"

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	\$4,939	\$4,353	\$3,863	\$3,469
4 page	\$7,908	\$6,964	\$6,186	\$5,742

Multiple pages, call for quote

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 severely 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.