

	Production	Crop Protection	Fresh Look	Equipment & Technology	Case Studies	Food Safety	Supplement	Bonus Distribution	Close Date	Materials Due
February	Organics	Tomato pests & diseases/ Insecticides	Peppers/Cole crops (broccoli, cauliflower, etc.)	Irrigation/ Harvesting Equipment	Specialty crop	Pathogen detection and prevention	Lighting		1/3/18	1/9/18
March	Growing media	Beneficial insects/ Sanitation	Squash/ Zucchini	Packing machines/ Carts	Eco-friendly practices	Legislation/ Education	Cold Chain		2/1/18	2/7/18
April	Technology Issue	Technology Issue	Technology Issue	Technology Issue	Technology Issue	Technology Issue	Technology Issue	Indoor Ag-Con	3/1/18	3/7/18
June	Urban agriculture	Hydroponic system diseases	Cucumber/ Eggplant	Lighting/ Vertical equipment	Recycling	Traceability	-	Cultivate	5/1/18	5/7/18
August	Pollination	Biological controls	Herbs/Berries	Heating	Marketing	Greenhouse sanitation	-	Farwest	7/2/18	7/6/18
September	State of the Industry	State of the Industry	State of the Industry	State of the Industry	State of the Industry	State of the Industry	State of the Industry		8/1/18	8/7/18
October	Fertilizers	Pepper pests & diseases/ Horticultural soaps & oils	Tomatoes	Hydroponics	Tracking software	Risk management	People in Produce	Fresh Summit	9/3/18	9/7/18
December	Sanitation processes	Cucurbit pests & diseases	Leafy greens & microgreens	Ventilation	Environmental control systems	Packing/ Transportation	Ask the Experts	MANTS	11/1/18	11/7/18

Advertising closes the first business day of the month prior to issue cover date. Materials are due the fifth business day of the month prior to issue cover date.

2018 PRINT

Size	Rates
Full Page	\$2,184
1/2 Standard	1,257
1/4 Page	628

Covers	
2nd Cover	30% premium
3rd Cover	25% premium
4th Cover	35% premium

DIGITAL EDITION: Print + 8% premium

MARKETPLACE (PRINT AND ONLINE):

\$107 per column inch
 Two-color \$35.00
 Four-color \$60.00
 Word only: \$8.15 per line, \$35.75 minimum, 1/6 Page Display \$275

MECHANICAL REQUIREMENTS: Saddle stitched, three columns to a page.
 Paper stock: Machine coated, 50-lb. body with 100-lb. cover.
 Colors available: matched, four-color process (AAAA-MPA). Trim size: 7 $\frac{7}{8}$ " x 10 $\frac{1}{2}$ ".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

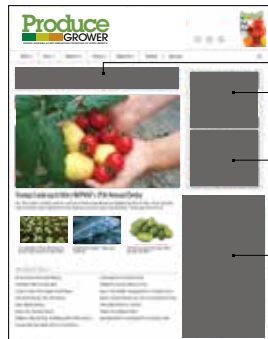
SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES (NON-BLEED)

Specifications.....	Width	Depth
Full Page (non-bleed).....	7"	10"
2/3 Page.....	4 $\frac{1}{2}$ "	10"
1/2 Page Island.....	4 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "
1/2 Page Horizontal.....	7"	4 $\frac{7}{8}$ "
1/2 Page Vertical.....	3 $\frac{3}{8}$ "	10"
1/3 Page Square.....	4 $\frac{1}{2}$ "	4 $\frac{7}{8}$ "
1/3 Page Vertical.....	2 $\frac{3}{16}$ "	10"
1/4 Page Square.....	3 $\frac{3}{8}$ "	4 $\frac{7}{8}$ "
1/4 Page Horizontal.....	7"	2 $\frac{3}{8}$ "
1/6 Page Vertical.....	2 $\frac{3}{16}$ "	4 $\frac{7}{8}$ "
1/6 Page Horizontal.....	4 $\frac{1}{2}$ "	2 $\frac{3}{8}$ "

2018 INTERACTIVE

WEBSITE ADS (HOME PAGE)



LEADERBOARD AD

728x90
 \$400
 6 units available

PRIME-PLUS SQUARE ADS

300x250
 \$255
 16 units available

PRIME TOWER AD

300x600
 \$1,095
 5 units available



LIGHTBOX

500x500
 \$3,050
 Exclusive

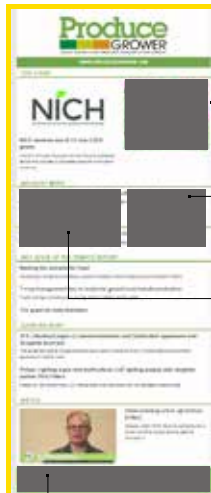
CATEGORY IN-LINE AD

300x250
 \$635
 Exclusive

(INTERNAL PAGE)



E-NEWSLET ADS



PRIME-PLUS SQUARE ADS (TOP)

300x250
1x.....12x.....24x.....52x
 \$460.....\$410.....\$325.....\$230

PRIME-PLUS SQUARE ADS (MIDDLE)

300x250
1x.....12x.....24x.....52x
 \$380.....\$335.....\$260.....\$190



SPONSORED FEATURE

360x180
 \$900

LEADERBOARD AD

728x90
1x.....12x.....24x.....52x
 \$295.....\$265.....\$210.....\$150