

The Pecan Grower

OFFICIAL PUBLICATION OF THE GEORGIA PECAN GROWERS ASSOCIATION

Media Kit 2024

The Pecan Grower Magazine
The Pecan Grower eNewsletter

The Pecan Grower

OFFICIAL PUBLICATION OF THE GEORGIA PECAN GROWERS ASSOCIATION

About *The Pecan Grower*

The Pecan Grower magazine is the official publication of the Georgia Pecan Growers Association (GPGA) and the voice of the pecan industry. Published 6 times per year, *The Pecan Grower* circulation of 3,000+ reaches well beyond the members of GPGA. In addition to pecan growers across the U.S. who subscribe to *The Pecan Grower*, the magazine is mailed to pecan enthusiasts from around the world.

The Pecan Grower readership is a solid core of loyal readers who anxiously await the arrival of the latest issue. They don't just read the magazine, they study it, analyze it, and re-read it over and over. The articles and columns provide our readership with information about the events and issues affecting the Georgia pecan industry and the U.S. pecan industry as a whole. From show and market reports to grower spotlights to news and information on the issues and technologies affecting the pecan business, we offer something for everyone.

For commercial companies, *The Pecan Grower* is a great source for promoting pecan related products and services directly to pecan growers. Beyond advertising, which will generate results, *The Pecan Grower* editorial staff can assist you in providing our readers with important information from basic how-to articles to in-depth reporting on cutting-edge technologies. Contact us today to discover how *The Pecan Grower* can be your partner in marketing your company through a solid package of pecan industry information.



Editorial Calendar

Issue	Highlights/Focus
February	Early Season Preparedness
April	Pest & Fungi Mgmt.
June	Pest Control Mgmt./Hedging
August	Industry Conference Updates
October	Harvest/Marketing
December	Dormancy/Planting/Hedging

The Pecan Grower

Mary Bruorton, Managing Editor & Advertising
mary@georgiapecan.org | 912-520-0744

Amy Howell, Copy Editor Sheila Harnage, Billing
amy@georgiapecan.org sheila@georgiapecan.org

The Pecan Grower is published for the GPGA by:
natural impressions
HARLO LOVETT

P. O. Box 2211 • Tifton, GA 31793
229.392.2713 • inchmeal@friendlycity.net

The Pecan Grower (ISSN 1044-9639) is a Production and Marketing News Magazine for pecan growers. Published every other month, (February, April, June, August, October & December), by the Board of Directors of the Georgia Pecan Growers Association, Inc., P.O. Box 1367, Tifton, Georgia 31793; (229) 382-2187. Charter subscriptions are \$20 in the United States and \$80 for foreign subscriptions each year. Single copy price is \$6.00 plus \$2.00 postage and handling, (US only). Copyright 1989. All rights reserved. Reproduction in whole or part without written permission is prohibited.

The Pecan Grower

OFFICIAL PUBLICATION OF THE GEORGIA PECAN GROWERS ASSOCIATION

Magazine Advertising Information

Full-Color Advertising Rates (per issue)	1X (per issue)	6X (*10% off per issue)	6X (*15% off per issue)
2-Page Spread	\$2,100	\$1,890	\$1,785
Covers (Back, Back Inside, Front Inside)	\$1,386	\$1,247.40	\$1,178.10
1 Full page	\$1,039.50	\$935.55	\$883.58
1/2 page (vertical or horizontal)	\$588	\$529.20	\$499.80
1/4 page	\$346.50	\$311.85	\$294.53
1/8 page	\$220.50	\$198.45	\$187.43

Black & White Advertising Rates (per issue)	1X (per issue)	6X (*10% off per issue)	6X (*15% off per issue)
1 page	\$756	\$680.40	\$642.60
1/2 page	\$393.75	\$354.38	\$334.69
1/4 page	\$204.75	\$184.28	\$174
1/8 page	\$110.25	\$99.23	\$93.71
Classified	\$68.25	\$61.43	\$58

**10% Discount only applies toward 6 issue commitment with monthly billing*

**15% Discount only applies toward 6 issue commitment requires pay-in-full, requires pay-in-full by FEBRUARY 29, 2024 to receive FULL DISCOUNT. Discount will drop to 7.5% starting March 1, 2024.*

Advertising Size Specifications

Ad Size	Inches
2-Page Spread	17.25 x 11.25
1 Full page (with bleed)	8.75 x 11.25
1 Full page (without bleed)	7.5 x 9.764
1/2 page (horizontal)	7.5 x 4.85
1/2 page (vertical)	3.6875 x 9.764
1/4 page	3.6875 x 4.85
1/8 page	3.6875 x 2.4
Classified (positioned at back)	3.6875 x 2.4

Advertising Deadline:

The deadline for all advertising is the 10th of the month prior to publication (ie. March 10th for the April Issue).

Advertising Bills/Accounts:

All accounts/bills are due upon receipt of invoice. Advertising will not be accepted for publication on accounts over 120 days past due.

Advertising Content:

The Pecan Grower reserves the right to refuse any advertising or copy at its sole discretion and assumes no responsibility for the accuracy or truthfulness of submitted advertising.

Contract Rates:

Contracts will run by calendar year. No agency commissions are allowed. All prices are listed as Net.

**All ads must be at least 300 DPI high resolution PDF or JPEG*

**Publication binding is saddle stitch with final trim size of 8.5" x 11"*

2 Page Spread (with bleed) 17.25" x 11.25"	1-Full Page (with bleed) 8.75" x 11.25"	1-Full Page (no bleed) 7.5" x 4.85"	1/2 Page (Vertical) 3.6875" x 9.764"	1/4 Page 3.6875" x 4.85"
			1/8 Page 3.6875" x 2.4"	1/2 Page (Horizontal) 7.5" x 4.85"

The Pecan Grower eNewsletter

eNewsletter Advertising Information

The Pecan Grower eNewsletter is distributed digitally via email to 2,450+ recipients consisting of pecan growers, pecan researchers, pecan supporters, pecan buyers & shellers and more!

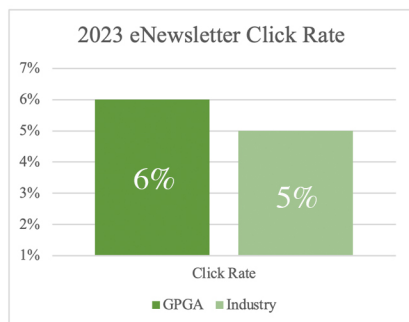
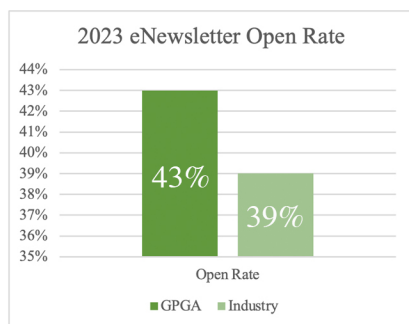
The Pecan Grower eNewsletter is built and emailed through the platform Constant Contact and continues growing in demand and popularity. Advertising in The Pecan Grower eNewsletter will guarantee at least 3 mailings per month. **Deadlines: All eNewsletter ad content must be submitted by the 25th of the prior month.**

Advertising Rates (per month by position)

	IX
Position 1	\$310.00
Position 2	\$235.00
Position 3	\$175.00
Position 4	\$125.00
Position 5	\$80.00
Position 6	\$60.00

Dimensions:
All ads must be
125 x 330 px and
300 DPI.

Digital Reporting Data



Position #1
\$310.00

Position #2
\$235.00

Position #3
\$175.00

Position #4
\$125.00

Position #5
\$80.00

Position #6
\$60.00

The Pecan Grower eNewsletter

March 9, 2023

Congressman Bishop Appointed to Key Agriculture & Leadership Positions in 118th Congress

For Immediate Release: Wednesday, March 8, 2023. Contact: Haig Hovsepian, 202-225-8311

WASHINGTON, DC – It was announced today that Congressman Sanford D. Bishop, Jr. (GA-02) has been appointed to serve on the U.S. House Agriculture Committee in the 118th Congress. The Agriculture Committee will oversee the development of the upcoming Farm Bill, a reauthorization of federal programs related to agriculture, rural development, and nutrition programs. The Congressman also serves as the top Democratic and Ranking Member on the U.S. House Appropriations Subcommittee on Agriculture, Rural Development, the Food & Drug Administration, and Related Agencies.

As a senior member of the House Appropriations Committee, Congressman Bishop also serves on the Subcommittee on Military Construction and Veterans Affairs as well as the Subcommittee on Financial Services and General Government. Congressman Bishop also serves as a regional representative to the House Democratic Steering and Policy Committee. The Congressman will also continue in his role as the co-chair of the bipartisan Congressional Military Family Caucus.

THE FIRST HYBRID FUNGICIDE FOR SCAB CONTROL

EGEV

THE FORECAST CALLS FOR RAIN BIRD

RAIN-BIRD

LEARN MORE

PECAN'S MOST EXTENSIVE SHELLING PRODUCT LINE

Learn what questions you should ask, how to choose the right partners, and what steps you need to take to make the best choices to grow your food business.

Event includes lunch, presentations, and Q&A. Lunch is sponsored by Georgia Grown and will include products from Georgia Grown companies!

Event #1:
Tuesday, March 14, 2023
9:00 AM – 2:30 PM EDT
GTRI Conference Center
290 14th Street Northwest
Atlanta, GA 30318

Event #2:
Wed. May 17, 2023
9:00 AM – 2:30 PM EDT
Georgia Grown Innovation Center
25 South Terrell Street
Metter, GA 30439

Speakers:
Wendy White, Food and Beverage Industry Manager at the Georgia Manufacturing Extension Partnership (GaMEP) at Georgia Tech, leads GaMEP's food industry services, which include regulatory compliance, HACCP food safety plans, and third-party audit certification preparation. GaMEP is a state-led federally-funded program that helps manufacturing companies increase top-line growth and reduce bottom-line costs through onsite training and connections to other resources.

Kristen Sherman, Principal Local Forager for the Southeast and Southwest Regions at **Whole Foods Market**, has worked in the grocery retail industry for over 20 years. In her current role she is responsible for scouting new trends, innovations, and supporting existing local and emerging supplier partners across all categories of Center Store.

Darrah Gist, Founder of **the gist Marketing and Communications**, is a food- and snack-lover with a passion for concise, creative communication. She spent 15 years in marketing and PR with Whole Foods Market, and now shares her retail and marketing knowledge with emerging brands. From branding, messaging, and mission, to packaging, point-of-purchase (POP) and PR, attention spans are short, and knowing how to communicate with your customers is critical to your brand's success.

Diana Einarsson, Founder and Managing Member of **plain.stated.**, is the link to all things local. An agricultural enthusiast, she brings the best blend of sales, education and account management. Having worked with brands, farmers and brokers, plus industry and government organizations big and small, Diana knows what it takes to state your story.

Nick Caruso, Co-founder of **P-16 Foods** and **King of Pops**, started King of Pops with his brother, Steven, and thus began his passion for all things food and entrepreneurship. King of Pops has grown to be a Southeastern staple in the summer months and can be found at a cart in the park or your local grocer. P-16 Foods was started when it was realized there was a better way to do distribution, by building real relationships and offering the best, specialty products available.

Joy Wilkes, Regional Sales Executive at **afac Flexible Packaging**, guides growing brands throughout their journey for effective packaging. She understands that packaging is more than a bag to hold a product and works with companies to help them consider their packaging from every aspect from shelf space to keeping product fresh. She loves to help brands grow!

Wendy McGibb, Managing Partner at **afac Flexible Packaging**, is a 30-year veteran of the packaging industry. Prior to opening afac Atlanta Flexibles she was the VP of Sales at **Smart Apply**. Previously to that, she was President of **Smart Apply**, an Israeli based company servicing the Flexible Packaging and Labels market.

The Pecan Grower

OFFICIAL PUBLICATION OF THE GEORGIA PECAN GROWERS ASSOCIATION

Magazine Insertion Order Form

Please complete and return this Insertion Order Form to advertise in The Pecan Grower magazine to:

GPGA, P.O. Box 1367 Tifton, GA, 31793 or scan to Mary Bruorton: mary@georgiapecan.org.

Please select the edition, ad size, and color that your ad should be printed.

Questions? Call Mary Bruorton at (229)-382-2187

Company: _____ Phone: _____

Marketing Contact: _____ E-Mail: _____

<u>Issue</u> (Check Box)	<u>Ad Size</u> (Circle Selection)	<u>Black & White or Full Color</u> (Circle Selection)
<input type="checkbox"/> February Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
<input type="checkbox"/> April Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
<input type="checkbox"/> June Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
<input type="checkbox"/> August Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
<input type="checkbox"/> October Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
<input type="checkbox"/> December Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color

If selected all 6 issues, please choose one of the following payment options:

☐ Monthly Invoice for 10% Discounted Rate

☐ Lump Sum Payment for 15% Discounted Rate

Method of Payment & Billing Information

☐ **Check Enclosed:** Check # _____
payable to Georgia Pecan Growers Association

☐ **Credit Card:**
Or call GPGA office to submit over the phone

☐ **Invoice Me @ Billing Address filled out below:**

Name: _____

Name: _____

Address: _____

Card Number: _____

City: _____ State: _____

Exp: _____ CVC: _____

Zip: _____

Billing Address: _____

City: _____ State: _____

Zip: _____

The Pecan Grower eNewsletter

eNewsletter Insertion Order Form

Please return completed Insertion Order Form to advertise in The Pecan Grower magazine to:
GPGA, P.O. Box 1367 Tifton, GA, 31793 or scan/email to Mary Bruorton: mary@georgiapecan.org.

Please select the month and ad placement position requested for your advertisement.

Note: Ad position cannot be guaranteed as it is based on a first come first served basis.

Questions? Call Mary Bruorton at (229)-382-2187

Company: _____ Phone: _____

Marketing Contact: _____ E-Mail: _____

Below: Please check the box to the left of the month you would like your advertisement to run. Then, to the right, select the position in which the ad will appear at in the eNewsletter. Note: Positions are first come first serve and you may receive a call from GPGA to amend the selection based on prior reservations.

<u>Month</u> (Check Selection Box)	<u>Ad Position</u> (Circle Selection)
<input type="checkbox"/> January Edition	1 2 3 4 5 6
<input type="checkbox"/> February Edition	1 2 3 4 5 6
<input type="checkbox"/> March Edition	1 2 3 4 5 6
<input type="checkbox"/> April Edition	1 2 3 4 5 6
<input type="checkbox"/> May Edition	1 2 3 4 5 6
<input type="checkbox"/> June Edition	1 2 3 4 5 6
<input type="checkbox"/> July Edition	1 2 3 4 5 6
<input type="checkbox"/> August Edition	1 2 3 4 5 6
<input type="checkbox"/> September Edition	1 2 3 4 5 6
<input type="checkbox"/> October Edition	1 2 3 4 5 6
<input type="checkbox"/> November Edition	1 2 3 4 5 6
<input type="checkbox"/> December Edition	1 2 3 4 5 6

Method of Payment & Billing Information

☐ **Check Enclosed:** Check # _____
payable to: Georgia Pecan Growers Association
mail to: PO Box 1367, Tifton, GA 31793

☐ **Invoice Me @ Billing Address filled out below:**

Name: _____

Address: _____

City: _____ State: _____

Zip: _____

☐ **Credit Card:**
Or call GPGA office to submit over the phone

Name: _____

Card Number: _____

Exp: _____ CVC: _____

Billing Address: _____

City: _____ State: _____

Zip: _____