

The Pecan Grower

OFFICIAL PUBLICATION OF THE GEORGIA PECAN GROWERS ASSOCIATION

Media Kit

2027

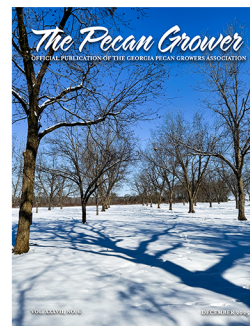
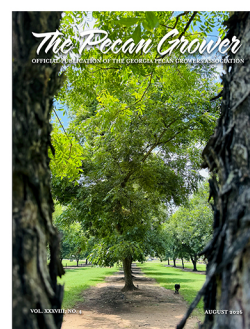
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About *The Pecan Grower*

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.

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	Disease & Water Management
October	Harvest/Marketing
December	Dormancy/Planting/Hedging

The Pecan Grower

Amy King Howell, Managing Editor & Advertising
Amy @georgiapecan.org | 912-520-0744

Sheila Harnage, Billing
sheila@georgiapecan.org

The Pecan Grower is published for the GPGA by:
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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 \$40 in the United States and \$80 for foreign subscriptions each year. Copyright 1989. All rights reserved. Reproduction in whole or part without written permission is prohibited.

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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	\$2,310	\$2,079	\$1,963
Covers (Back, Back Inside, Front Inside)	\$1,525	\$1,372	\$1,296
1 Full page	\$1,144	\$1,029	\$972
1/2 page (vertical or horizontal)	\$647	\$582	\$550
1/4 page	\$382	\$343	\$324
1/8 page	\$243	\$218	\$206

Black & White Advertising Rates (per issue)	1X (per issue)	6X (*10% off per issue)	6X (*15% off per issue)
1 page	\$832	\$749	\$708
1/2 page	\$434	\$391	\$369
1/4 page	\$226	\$204	\$193
1/8 page	\$123	\$111	\$105
Classified	\$76	\$69	\$65

**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, 2027 to receive FULL DISCOUNT. Discount will drop to 7.5% starting March 1, 2027.*

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 9.764"	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"

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Magazine Insertion Order Form 2027

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)
☐ February Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
☐ April Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
☐ June Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
☐ August Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
☐ October Edition	1/8 1/4 1/2 1 2-Page Spread	BW Color
☐ 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: _____