

GEORGIA PECAN GROWERS ASSOCIATION, INC.

P. O. Box 1367 • Tifton, GA. 31793 / 220 E 2nd Street, Suite A • Tifton, GA. 31794

Phone: 229-382-2187 – Fax: 404-393-9298

www.georgiapecan.org • email: info@georgiapecan.org

TO: ADVERTISING MANAGER

RE: ***The Georgia Pecan Grower Magazine - 2018 Media Packet***

Thanks to loyal and aggressive marketing from companies like your own, *The Georgia Pecan Grower Magazine* continues to grow in both subscribers and advertisers.

The magazine provides the following benefits to your company's marketing efforts:

- Reaches nearly 3,000 subscribers in Georgia and nation-wide
- Provides economic information vital to the pecan industry and for pecan marketing purposes
- Valued by pecan producers and industry specialists for research-based product updates from recognized pecan experts

Please note: Our magazine advertisers are given booth preference choices at the Annual Spring Conference and Trade Show, which will be held March 27-28, 2018. On average, more than 500 growers attend this conference and trade show every year. The 2017 show attracted more than 800 attendees at the awards luncheon.

Price Adjustments

Due to rising costs in magazine production, you will notice an increase in ad prices in each category. When we increased our magazine frequency from 4 to 6 issues per year in 2015, we did not increase advertising prices at that time. We introduced a discount program for our advertisers who committed to all 6 issues and that will continue.

How to Advertise

In this packet, you will find the ad sizing formats, specifications, and prices.

You will receive an invoice after each printed magazine edition or one invoice if you prepay for the entire year to ensure the 15% discount. Ads can be adjusted at any time if you will contact us within the stated deadline periods.

- ❖ Please review this packet, *complete the insertion form* included and return to *The Georgia Pecan Grower* via fax (404-393-9298) or email heather@georgiapecan.org or samantha@georgiapecan.org by ****NOVEMBER 15, 2017****.
- ❖ Please mark on the insertion form if you plan to utilize our 10% or 15% discount for all 6 issues.
- ❖ You may also mail completed forms to GPGA at P.O. Box 1367, Tifton, GA, 31793.

INSERTION ORDER FORM 2018

Company Name _____

Please select the editions, ad size (1/4, 1/2, etc), and color/black or white ***your ad*** should be printed:

				<i>(Circle one)</i>
February Edition	<input type="checkbox"/>	(Ad due January 15, 2018)	_____ (ad size)	Color or B/W
April Edition	<input type="checkbox"/>	(Ad due March 15, 2018)	_____ (ad size)	Color or B/W
June Edition	<input type="checkbox"/>	(Ad due May 15, 2018)	_____ (ad size)	Color or B/W
August Edition	<input type="checkbox"/>	(Ad due July 15, 2018)	_____ (ad size)	Color or B/W
October Edition	<input type="checkbox"/>	(Ad due September 15, 2018)	_____ (ad size)	Color or B/W
December Edition	<input type="checkbox"/>	(Ad due November 15, 2018)	_____ (ad size)	Color or B/W

➤ ***ALL AD DUE DATES ARE FINAL***

If you have questions, please call us at 229-382-2187.

CONTACT NAME _____

BILLING ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ EMAIL ADDRESS _____

PAYMENTS CAN BE MADE WITH CREDIT CARD BY CONTACTING OUR OFFICE

**FAX TO 404-393-9298 OR EMAIL – Samantha@georgiapecan.org
Heather@georgiapecan.org**

If you commit to advertising in all 6 issues, please choose one of the following payment options:

Monthly invoice for 10% discounted rate Lump sum payment for 15% discounted rate

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2018 ADVERTISING RATES

<i>Black & White</i>	<i>Per Issue</i>	<i>All 6 Issues</i>	
		<i>10%</i>	<i>15%</i>
Full Page Inside	\$720	\$3,888 / \$648 each	\$3,672 Total
1/2 page (either horizontal or vertical placement)	\$375	\$2,028 / \$338 each	\$1,914 Total
1/4 page	\$195	\$1,053 / \$176 each	\$995 Total
1/8 page	\$105	\$567 / \$95 each	\$536 Total
Classified	\$95	n/a	n/a
Discounts			
6 issue commitment with a pay-per-issue basis will receive a 10% overall discount			
6 issue commitment paid in full up front will receive a 15% overall discount			

<i>Color</i>	<i>Per Issue</i>	<i>All 6 Issues</i>	
		<i>10%</i>	<i>15%</i>
Back page or Inside front cover	\$1,320	\$7,128 / \$1,188 each	\$6,732 Total
Full page Inside	\$990	\$5,346 / \$891 each	\$5,049 Total
1/2 page (either horizontal or vertical placement)	\$560	\$3,024 / \$504 each	\$2,856 Total
1/4 page	\$330	\$1,782 / \$297 each	\$1,683 Total
1/8 page	\$210	\$1,134 / \$189 each	\$1,071 Total
Discounts			
6 issue commitment on a pay-per-issue basis will receive a 10% overall discount			
6 issue commitment paid in full up front will receive a 15% overall discount			

The Pecan Grower Magazine

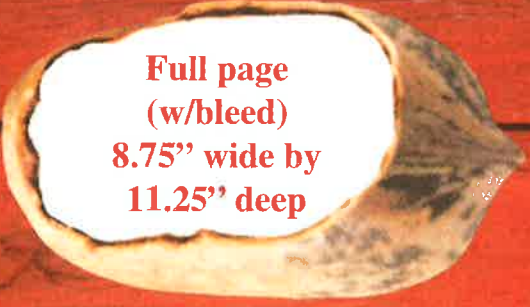
Advertising Specifications




**Two Page
spread (w/bleed)**
17.25" wide by
11.25" deep



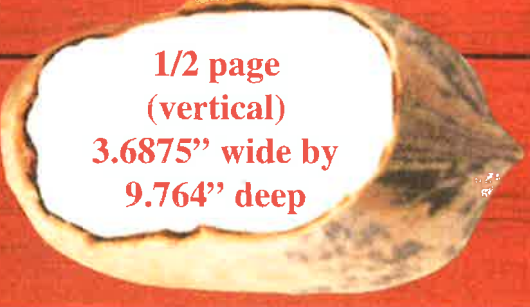
**Facing Pages
spread**
16" wide by
9.764" deep



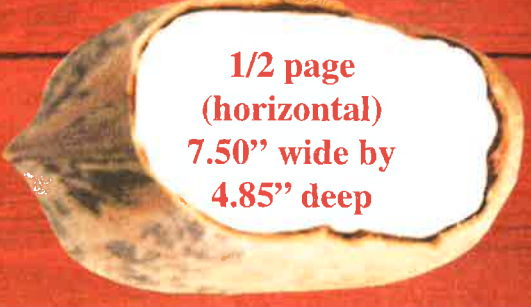
**Full page
(w/bleed)**
8.75" wide by
11.25" deep




Full page
7.50" wide by
9.764" deep




**1/2 page
(vertical)**
3.6875" wide by
9.764" deep



**1/2 page
(horizontal)**
7.50" wide by
4.85" deep



1/4 page
3.6875" wide by
4.85" deep



1/8 page
3.6875" wide by
2.4" deep

Keep live material minimum 3/8" from bleed edge
Allow minimum 1/8" on gutter side of each page for spreads for live material

All camera ready ads need to be sent via email as Hi-Res PDF, tif or jpg formats
Crop marks are not needed

If you have questions about your ad formats or specification concerns,
contact Harlo Lovett at 229-392-2713 or email at inchmeal@friendlycity.net

Pecan Grower Magazine

**1/4 page
3.6875" x 4.85"**

**Full page
7 1/2 x 9.764"**

**Full page (bleed)
8 3/4 x 11 1/4"
(all copy must have 3/8"
margin from edge of bleed)**

**1/8 page
3.6875 x 2.4**

**1/2 page Horizontal
7 1/2 x 4.85**

**1/2 page Vertical
3.6875 x 9.764**

CREDIT CARD INFORMATION

Date: _____

Name on Credit Card: _____

Company Name: _____

Billing Address of Credit Card: _____

_____ CITY/STATE/ZIP

Contact Phone Number: _____

Email Address (Receipt will be emailed): _____

Credit Card Number: _____

VS, MC, AMEX, DSCV 3 Digit Security Code: _____ Exp. Date: _____

QUICKBOOKS ACCOUNT

(SEE MEDIA PACKET FOR PRICING INFORMATION)

Advertising:	Ad Size	B/W	Color
<input type="checkbox"/> Issue 1	_____	_____	_____
<input type="checkbox"/> Issue 2	_____	_____	_____
<input type="checkbox"/> Issue 3	_____	_____	_____
<input type="checkbox"/> Issue 4	_____	_____	_____
<input type="checkbox"/> Issue 5	_____	_____	_____
<input type="checkbox"/> Issue 6	_____	_____	_____

TOTAL: _____

EMAIL: Samantha@georgiapecan.org
Sheila@georgiapecan.org

FAX: 1.404.393.9298