



# WG&S

Western Grower Shipper

## Distribution:

3,000 Copies per Monthly Issue

250 Bonus Distribution—  
February  
World Ag Expo  
Tulare, CA

600 Bonus Distribution—  
April  
United Fresh  
Convention/Fresh Tech  
Las Vegas, NV

1,000 Bonus Distribution—  
October  
PMA Convention  
Orlando, FL

200 Bonus Distribution—  
November  
WG Annual Meeting  
Maui, HI



## Contact:

Tom Fielding  
Marketing Director  
818.563.2228  
tomfielding1@mac.com

## Unique. Informative. Trusted.

**Western Grower & Shipper** magazine reaches 3,000 Western Growers' member-companies who grow, pack and ship almost one-half of the nation's produce. Recently re-designed with new features, articles and layouts, **WG&S** Magazine has received rave reviews by readers and advertisers alike.

No publication comes close to accomplishing what **WG&S** can provide for our advertisers in California and Arizona.

Here are just a few of the reasons why you should consider advertising to the readers of our publication:

- ▶▶ Our readers grow, pack and ship from more than 1.75 million acres
- ▶▶ Our readers grow 95% of the vegetables grown in California and Arizona
- ▶▶ Our readers grow 85% of the fruit grown in California and Arizona
- ▶▶ Our readers grow 80% of the nuts grown in California and Arizona
- ▶▶ 45% of the nation's vegetables are grown in California and Arizona\*
- ▶▶ 61% of the nation's fruits and nuts are grown in California and Arizona\*
- ▶▶ California and Arizona produced 42.6% (22.4 billion) of the U.S. specialty crop total\*
- ▶▶ California and Arizona produced 23.2% (3.9 billion) of the U.S. greenhouse and nursery total\*

In addition, our readers purchase seeds, chemicals, boxes, farm and irrigation equipment, fertilizers, packaging, computers, computer software, plus numerous other supplies and services that make them more efficient, more profitable and better growers. Our readers are the cream of the agricultural crop...and we can reach them for you!

There has never been a better time to start an advertising program in **Western Grower & Shipper**.

\*Source U.S.D.A. Value of California Agriculture vs. U.S. Agriculture, 2006

**Western Growers...Celebrating 84 Years of Serving California and Arizona Agriculture!**



## 2010 EDITORIAL CALENDAR

JANUARY	New Seed Varieties and Seed Technology
FEBRUARY	Farm Equipment <a href="#">Bonus Distribution at World Ag EXPO in Tulare, CA</a>
MARCH	Ag Technology
APRIL	Irrigation <a href="#">Bonus Distribution at United Fresh Marketplace in Las Vegas, NV</a>
MAY	Food Safety ■ Sustainability
JUNE	Packaging ■ Nutrition
JULY	Crop Protection
AUGUST	Ag and the Law
SEPTEMBER	Annual WG Buyers Guide ■ Construction
OCTOBER	Traceability <a href="#">Bonus Distribution at PMA Convention in Orlando, FL</a>
NOVEMBER	International Trade <a href="#">Bonus Distribution at WG Annual Meeting in Maui, HI</a>
DECEMBER	The Big Story – Top Agricultural Story for Calendar Year 2010

To set up an advertising schedule in *Western Grower & Shipper* please contact Tom Fielding at 818.563.2228 or [tomfielding1@mac.com](mailto:tomfielding1@mac.com)



**Effective:**  
November 1, 2009

Rates are subject to advertising agency commissions.

**Space Reservation Deadlines:**  
10<sup>th</sup> of the month prior to insertion.

**Cancellation:**  
Notice of cancellation must be received in writing prior to space reservation deadline.

**General Information:**  
Contract period is 12 consecutive issues. We reserve the right to exclude any advertisement which, in the publisher's opinion, does not conform to the standards of the publication. When a contract for advertising at frequency rates is cancelled, the advertiser will be billed at the open rate frequency applicable to the quantity of space used. Payment of ad is due 30 days from date of billing.

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## 2010 ADVERTISING RATES

### Four-Color Display Rates

Ad Size	1X	4X	6X	12X
Full	\$2,450	\$2,400	\$2,325	\$2,200
2/3	\$2,300	\$2,250	\$2,195	\$2,050
1/2	\$2,050	\$2,000	\$1,925	\$1,850
1/3	\$1,750	\$1,700	\$1,640	\$1,590

### Premium Positions

Inside Front Cover	\$2,700
Inside Back Cover	\$2,600
Back Cover	\$2,700

Quotes for gatefolds, inserts, and blow-in cards are available upon request. Please contact Tom Fielding at 818.563.2228 or tomfielding1@mac.com



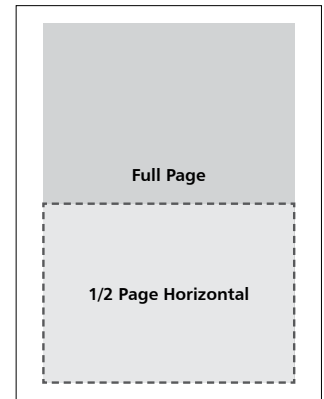
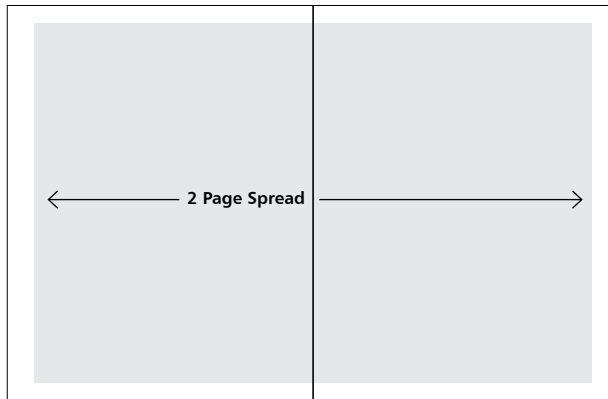
**Email Ad To:**  
 userfi@yahoo.com  
 Attn: Heather Gray

**File Requirements:**  
 We support the following graphics programs: Quark, PageMaker, PhotoShop, Illustrator or InDesign.

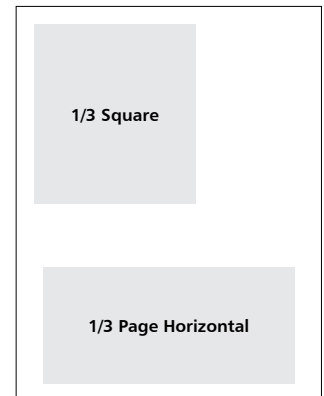
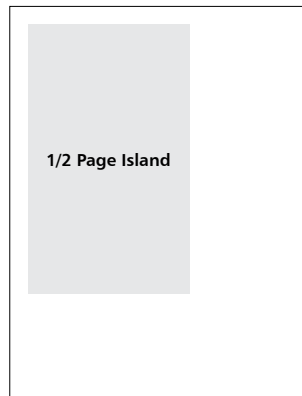
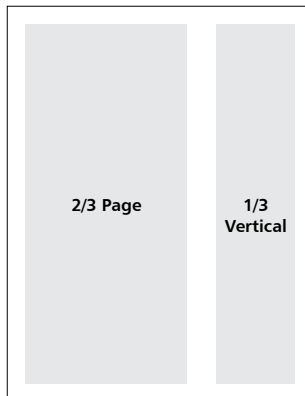
## MECHANICAL REQUIREMENTS

Ad Size	Non-Bleed	Full Bleed	Live Area	Final Trim
2-Page Spread	15.5 x 10	17.25 x 11.25	15.5 x 10	17 x 11
Full	7 x 10	8.75 x 11.25	7 x 10	8.5 x 11
2/3 Page	4.5 x 10	N/A	4.5 x 10	8.5 x 11
1/2 Page Island	4.5 x 7.5	N/A	4.5 x 7.5	8.5 x 11
1/2 horizontal	7 x 5	8.75 x 5.625	7 x 5	8.5 x 11
1/3 vertical	2.1875 x 10	2.8125 x 11.25	2.1875 x 10	8.5 x 11
1/3 square	4.5 x 5	N/A	4.5 x 5	8.5 x 11
1/3 horizontal	7 x 3.25	8.75 x 3.875	7 x 3.25	8.5 x 11

width x height in inches



**F.P.O.: actual ad sizes will be shown to scale**



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