

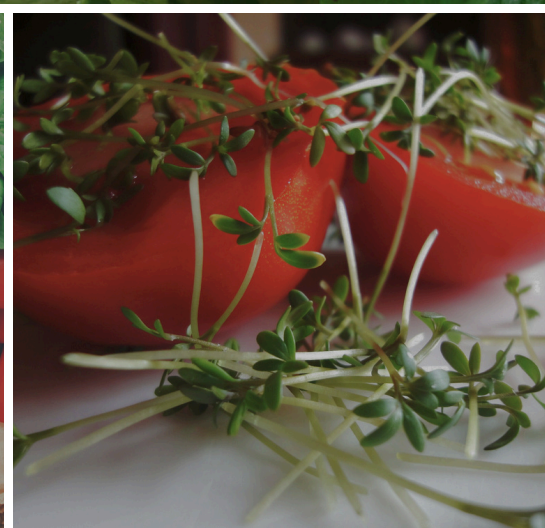
PENNSYLVANIA  
VEGETABLE GROWERS

# NEWS

for the commercial vegetable, potato and berry grower



## ADVERTISING OPPORTUNITIES





# Grow With Us!



Looking to promote your agricultural business? Look no further! The Pennsylvania Vegetable Growers News is the best choice for brand visibility. PVGA has over 900 active members passionate about produce who receive all issues, and over 3,000 copies of the special issues are distributed.

***PVGN is published six times per year with our first issue of each year being a Buyers Guide. Special editions publicize our summer educational events and the MAFV Convention. All advertisers in 2024 will be listed in the 2025 Buyers Guide.***

<b>RATES</b>	<b>Regular Editions</b>	<b>Summer Edition</b>	<b>November 2024</b>	<b>2025 Buyers Guide</b>
Inserts (see conditions on next page)	\$510	\$1,122	\$1,275	\$1,275
Full Page (7.5"W x 9.5"h)	\$292	\$540	\$611	\$611
Half Page (7.5"W x 4.5"H or 3.5"W x 9.5"H)	\$152	\$281	\$317	\$317
Third Page (7.5"W x 3"H or 3.5"W x 7"H)	\$104	\$192	\$217	\$217
Quarter Page (3.5"W x 4.5"H)	\$81	\$149	\$168	\$168
Eighth Page (3.5"W x 2.25"H)	\$42	\$79	\$89	\$89
Classified (first 10 lines)	\$15	\$20	\$25	\$25
Full Color Option add to the regular price for space above	\$600*	\$1,000*	\$1,200*	\$1,200*

*\* color rates are subject to change without notice*





**A 5% discount will be allowed for advertisers who purchase over \$1,120 worth of advertising in a 12-month period or who advertise in each edition.**

*We do not offer the discount on color upcharges.*



## **Specifications**

The type page is 7 1/2" wide by 9.75" high. Advertisements may be submitted as:

- a pdf file (preferred)
- camera-ready copy

Special arrangements for full-color ads can be made at an additional cost as noted above.

**The deadline for advertising is the 15th of the month preceding publication, unless otherwise specified.**

*The summer edition deadline will be May 30.*



## **Insertions**

Pre-printed insertions supplied by the advertiser can be inserted in any edition! Rates listed on previous page are for standard 8.5" x 11" sheets.

## **PVGA Update Ads**

Banner ads are available for PVGA's weekly emails that go out to 580+ people! The banners are 1.5" high and \$50 per week.

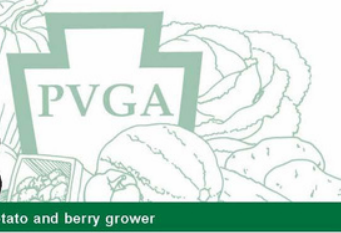


## **Payment**

A check payable to PVGA should be included with the order. Otherwise, an invoice will be sent after publication. Out-of-country advertisers please note that all payments must be in U.S. dollars and paid by a check drawn on a U.S. bank, by credit card, or ACH.



**Questions? Please contact PVGA at 717-973-5915 or [pvga@pvga.org](mailto:pvga@pvga.org)**



# ADVERTISING RESERVATION

Return this sheet with your advertisement to:

Pennsylvania Vegetable Growers Association

908 N. 2nd St. | Harrisburg, PA 17102 | 717-973-5915-phone | 717-236-2046-fax | pvga@pvga.org | www.pvga.org

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

All 2024 advertisers will be listed in the 2025 Buyers Guide at no charge.  
Check all appropriate categories under which your company should be listed.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Pesticides                    | <input type="checkbox"/> Pesticide Application Equip.      | <input type="checkbox"/> Pesticide Applicators         |
| <input type="checkbox"/> Fertilizers                   | <input type="checkbox"/> Mulching/Row Covers               | <input type="checkbox"/> Vegetable Plants              |
| <input type="checkbox"/> Vegetable Seeds               | <input type="checkbox"/> Berry Nursery                     | <input type="checkbox"/> Irrigation Equip. & Supplies  |
| <input type="checkbox"/> Planting Equipment            | <input type="checkbox"/> Tillage & Cultivating Equip.      | <input type="checkbox"/> Plasticulture Equipment       |
| <input type="checkbox"/> Harvesting Equipment          | <input type="checkbox"/> Grading, Packing & Storage Equip. | <input type="checkbox"/> Containers & Package Supplies |
| <input type="checkbox"/> Greenhouse Equip. & Supplies  | <input type="checkbox"/> Plugs/Rooted Cuttings             | <input type="checkbox"/> Bedding Plant Seeds           |
| <input type="checkbox"/> Managment Services & Products | <input type="checkbox"/> Sales/Brokerage Services          | <input type="checkbox"/> Direct Marketing Supplies     |

Other \_\_\_\_\_

Circle prices under appropriate issues and sizes.

	Insert	Full	Half	Third	Quarter	Eighth	Classified	Full Color*
Issue 2 March 2024	\$510	\$292	\$152	\$104	\$81	\$42	\$15	\$600
Issue 3 - May 2024	\$510	\$292	\$152	\$104	\$81	\$42	\$15	\$600
Issue 4 - Summer 2024	\$1,122	\$540	\$281	\$192	\$149	\$79	\$20	\$1,000
Issue 5 - Sept 2024	\$510	\$292	\$152	\$104	\$81	\$42	\$15	\$600
Issue 6 - Nov 2024	\$1,275	\$611	\$317	\$217	\$168	\$89	\$25	\$1,200
2025 Buyers Guide	\$1,275	\$611	\$317	\$217	\$168	\$89	\$25	\$1,200

\*full-color is addition to the b&w cost

PVGA Update email banner | \$50 per week  
specify weeks: \_\_\_\_\_

PVGA Industry Membership\*\* | \$150

\*\*5% discount given on totals over \$1,120 or on orders for monthly insertions

\*\*Discount is not given on color upcharges or membership

**Subtotal** \$ \_\_\_\_\_  
**\*\*Discount** \$ \_\_\_\_\_  
**Total** \$ \_\_\_\_\_