

The door to opportunity is
always open when you
advertise in **The Grower!**



THE GR^oW^oWER



Read cover to cover, coast to coast since 1879!

The Grower, at 133 years, is Canada's oldest horticultural newspaper in print today!

Mechanical Information

- **The Grower** is printed web offset
 - Number of columns per page: 5
 - Type page: 10 1/2" x 15 1/4"
 - Trim page: 11 3/8" x 16" on a 32" web
 - Ads must meet mechanical requirements
 - Bleed available on centre spread only
- Advertisers will be surcharged for any corrections.

Advertising Rates

Size	1x	3x	6x	9x	12x
Back Page	\$3223.50	3118.50	3087.00	3076.50	2730.00
Front Page	\$967.68	967.68	947.52	926.24	893.76
Full Pg	\$2971.50	2877.00	2866.50	2814.00	2499.00
Jr. Pg	\$1624.00	1596.00	1579.20	1551.20	1456.00
1/2 Pg	\$1527.75	1517.25	1485.75	1464.75	1323.84
1/3 Pg	\$1176.00	1186.08	1165.92	1152.48	997.92
1/4 Pg	\$798.84	786.24	778.68	771.12	650.16
Banner	\$488.60	483.00	477.40	471.80	457.80
1/8 Pg	\$392.00	388.64	381.92	377.44	366.24
3 Column	\$296.52	291.48	282.24	274.68	264.60
Bus. Card	\$199.36	194.32	191.52	188.16	183.68

Front page banner includes full process colour

Size Requirements

Unit	Width	Depth	
Back Page	(5 columns x 210 agate lines)	10.32"	15"
Full Page	(5 columns x 210 agate lines)	10.32"	15"
Front Page	(4 columns x 28 agate lines)	8.223"	2"
Jr. Page	(4 columns x 140 agate lines)	8.223"	10"
1/2 Page	(5 columns x 105 agate lines)	10.32"	7.5"
1/3 Page	(3 columns x 112 agate lines)	6.125"	8"
1/4 Page	(3 columns x 84 agate lines)	6.125"	6"
Banner	(5 columns x 28 agate lines)	10.32"	2"
1/8 Page	(2 columns x 56 agate lines)	4.028"	4"
3 Column	(3 columns x 28 agate lines)	6.125"	2"
Bus. Card	(2 columns x 28 agate lines)	4.028"	2"
	or (1 column x 56 agate lines)	2.014"	4"

Colour

Standard AAAA Colour - \$280.00 ea Special Colours - \$350.00 ea
 Four Colour Process - \$925.00
 Request for specific placement is subject to a 10% surcharge.
 (Page 3 subject to availability)

Ad Deadlines

Issue	Book Ad Space	Ad Copy Due
November, 2011	October 14, 2011	October 18, 2011
December, 2011	November 14, 2011	November 17, 2011
January, 2012	December 13, 2011	December 16, 2011
February, 2012	January 13, 2012	January 18, 2012
March, 2012	February 13, 2012	February 16, 2012
April, 2012	March 13, 2012	March 16, 2012
May, 2012	April 13, 2012	April 17, 2012
June, 2012	May 14, 2012	May 17, 2012
July, 2012	June 15, 2012	June 18, 2012
August, 2012	July 16, 2012	July 18, 2012
September, 2012	August 15, 2012	August 17, 2012
October, 2012	September 14, 2012	September 17, 2012

Editorial Calendar

Horticulture is as diverse as what Canadian weather and geography allow. These coast-to-coast challenges are covered monthly in **The Grower** from producer profiles to government policies, research updates and marketing strategies.

In addition to our regular coverage of minor use issues and new product registrations, specialists write *Ontario Berry Grower* and *Vegetable Viewpoint*. **The Grower's** editorial package is rounded out with industry perspective from regular and guest columnists. With more than 130 years of history, **The Grower** is an award-winning publication recognized for its complete coverage of what's happening in a dynamic marketplace. Look for breaking news on our website at www.thegrower.org.

- January** - Food Safety and Traceability
- February** - Crop Protection / Spraying
- March** - Farm Safety
- April** - Containers
- May** - Irrigation
- June** - Green Technology
- August** - Storage
- September** - New Equipment, Technology & Energy
- October** - Stewardship: water, soil, greenhouse
- November** - Seeds and Rootstock

Terms & Conditions

- Invoices are due net 30 days
- All advertisements subject to applicable tax
- Invoices are to be paid by cash, cheque, Visa, or MasterCard

Production Services

The Grower is pleased to offer a wide range of production design options suitable for your business needs. We offer, at very competitive prices, the following services:

- Brochures/flyers
- Ad design
- Newsletters
- Posters
- Signs/Banners
- Websites
- Tradeshow booth design

Our in-house production fees are set at \$50.00/hour with a half-hour minimum. For booth creation the rate is set at \$70.00/hour with a 10-hour minimum. Please contact production@thegrower.org for any design ideas you may have.



Advertising Policies

- The publisher is the Ontario Fruit and Vegetable Growers' Association.
- No contract will be accepted for longer than 12 months.
- All advertising copy is subject to the publisher's/editor's approval.
- The publisher/editor reserves the right to refuse an ad that it does not believe serves the best interests of the industry.
- Cancellation of advertising in a particular issue must be made by written notice and received at the publisher's/editor's office prior to the advertising closing date (15th of the month).
- In case of error, the publisher's maximum liability will be to repeat, at no extra charge, a corrected version of the advertisement in the next publication. Full payment for the original advertisement is required as per contract.
- In the event of default by the client's advertising agency, the advertiser (client) is liable for payment of its advertising.
- The advertiser agrees to protect the publisher against any legal action based on libelous statements, unauthorized use of photographs and/or other material in connection with advertisements placed on contract, and, in particular, to defend any such claim by all legal means available and to fully indemnify and save harmless the publisher, its officers, directors, employees, and agents in respect thereto.
- All agreements are subject to cancellation or change at the publisher's discretion due to labour disputes, strikes, fire, floods, or other contingencies beyond the publisher's control.
- The correct representation of an advertisement becomes the responsibility of the advertiser when proof approval has been granted by the advertiser.
- Where **The Grower** creates an advertisement for a client, proof will be forwarded for approval upon completion of the advertisement, but before publication.
- Problem advertisers WILL BE NOTIFIED and must provide the accounting department with a Visa or MasterCard number, expiry date, and signature before the advertisement(s) is scheduled to run in **The Grower**.

The Grower is owned and published by the Ontario Fruit and Vegetable Growers' Association (OFVGA). The OFVGA is dedicated to the advancement of horticulture in the province of Ontario, working proactively through effective lobbying for the betterment of the industry and its farmers as a whole through advocacy, research, education, communication, and marketing. The OFVGA has a clear mandate to be the "voice" for its 7,500 Ontario horticultural farmers at governmental affairs, national and international bodies, and to proactively seek resolution of issues impacting its membership throughout the year.

With 95% of our readers being farmers, and a national circulation of more than 12,000, you know you are getting your message to the right people.



Insertions

Do you have a specialized product or service that needs to get into the hands of farmers? You can select your target market by commodity, province, or postal code. Your pre-printed brochures, flyers, and catalogues can be distributed monthly in **The Grower** publication. **The Grower** must sign off on all inserts seven business days prior to distribution.

Pricing

Based on Cost/M	Under 4 Pgs	4 Pgs Plus
	\$375.00	\$490.00

POLYBAG (optional)	\$525.00	\$640.00
*Extra weight - charges will apply		

SPLITS – Demographic, Geographic
Per split Commodity and, or Province,
one time charge - \$250.00

Maximum Size:	8" x 10.5"
Minimum Run:	1000 pieces.
Total number of papers:	12,000 per month.

Post It Notes:	\$42.00/M
One time set-up fee:	\$100.00

Our printer can not accommodate flyer wraps. All inserts must be sent to Data Media one week prior to insertion date. **The Grower** has the right to approve all media prior to insertion into the paper.



Data Media is pleased to offer the use of **Bioplastic Polybags** with flyer distribution. The biodegradable plastic completes the process of degradation in only 70

days while a common plastic bag takes around 120 years to degrade. Thank you, Data Media, for helping us to reduce our environmental footprint!

Ship inserts to:

Data Media Inc.

Attention: David Campbell
505 Iroquois Shore Rd, Unit 11 Oakville, ON L6H 2R3
ph: 905-338-0334 fax: 905-338-0335
toll free: 800-347-7516

Advertising on-line has many benefits:

- capture attention of busy on-the-go managers
- offer just-in-time or seasonal specials
- provide alerts to upcoming deadlines
- reinforce print brand campaign
- link to your website for real-time research and decision-making

Image Files

Ads provided in image format must be of file type JPG, PNG or GIF. GIF files may be static or animated. PNG and GIF files should not have any transparency. All files must be under 200 kb.

Flash Files

These files must be provided in SWF format. The SWF file must not contain any embedded links or interactivity. All files must be under 200 kb.

Ad Sizes (pixel dimensions, width x height)

Top: 200 x 85 Side: 200 x 100 Bottom: 800 x 100

Links

The full URL should be provided in the following format: <http://www.yoursite.com>. If a link connects to media other than a web page (ie. PDF document) the document must be available via a web link (<http://www.yoursite.com/document.pdf>) on the advertiser's site or a third-party service. **The Grower** does not provide hosting for these documents.

TOP



SIDE



BOTTOM



Website Pricing

Position	3 months	6 months	12 months
Top	\$85	\$76.50	\$72.75
Side	\$100	\$90	\$85
Bottom	\$240	\$216	\$204

Ads appear on the home page as well as inside pages of the website.

Membership information

The membership of the OFVGA includes the following 27 Ontario organizations for commercial farmers:

- Apple Marketers' Association of Ontario
- Ontario Apple Growers
- Ontario Asparagus Growers' Marketing Board
- Ontario Berry Growers' Association
- Ontario Farm Fresh Marketing Association
- Ontario Fresh Grape Growers' Marketing Board
- Garlic Growers' Association of Ontario
- Ontario Highbush Blueberry Growers' Association
- Grand Bend Vegetable Growers' Association
- Halton-Wentworth Growers' Association
- Middlesex, Lambton Fruit & Vegetable Growers
- Niagara Peninsula Fruit & Vegetable Growers' Assoc.
- Norfolk Fruit Growers' Association
- Central Erie Fruit & Vegetable Growers' Association
- Eastern Ontario Fruit & Vegetable Growers' Association
- Elgin County Fruit & Vegetable Growers' Association
- Essex County Associated Growers
- Fresh Vegetable Growers of Ontario
- Ontario Greenhouse Vegetable Growers
- Ontario Ginseng Growers' Association
- Ontario Tender Fruit Producers' Marketing Board
- Southwestern Ontario Rutabaga Growers' Association
- Thedford Vegetable Growers' Association
- Grape Growers of Ontario
- Ontario Potato Board
- Georgian Bay Fruit Growers' Inc.
- Bradford Co-Op Storage

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