



JANUARY 1, 2017

BADGER COMMON'TATER

THE VOICE OF WISCONSIN'S POTATO & VEGETABLE INDUSTRY

*RATE CARD #70
& EDITORIAL CALENDAR*



EDITORIAL CALENDAR

CONTACT:
Joe Kertzman
jkertzman@wisconsinpotatoes.com
(715) 630-6213

JANUARY 2017

Editorial Focus:

WPVGA INDUSTRY SHOW & TRUCKS/EQUIPMENT

Preview of the 17th Annual WPVGA/UW-Extension Grower Education Conference & Industry Show. Highlighting innovations in trucks, beds, trailers, tires, tarps and other related equipment.

Deadline: December 9, 2016

FEBRUARY 2017

Editorial Focus:

2017 PRODUCTS/SERVICES & WPVGA ANNIVERSARY

Gearing up for the 2017 growing season. Showcases what growers need in the areas of soil preparation, planting, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more. WPVGA's 69th Anniversary (founded February 1948) section features WPVGA grower/associate member highlights.

Deadline: January 10, 2017

MARCH 2017

Editorial Focus:

PLANTING & WPVGA SHOW/POTATO EXPO COVERAGE

News surrounding the latest planting technology and equipment, seed varieties and treatments, fertilization, nutrition management and beyond to GPS, drone and precision agriculture. Plus, reader-submitted *Planting Photo Gallery*.

Deadline: February 10, 2017

APRIL 2017

Editorial Focus:

IRRIGATION & SPECIALTY EQUIPMENT

Irrigation – the single most important crop protection tool dominates this issue. Discussions on legislative issues, technological advances and cutting-edge equipment for irrigation. Focus on skid steers, wheel loaders & earthmoving implements and attachments.

Deadline: March 10, 2017

MAY 2017

Editorial Focus:

VEGETABLES & FARM SAFETY/INSURANCE

Features related to alternate major cash crops other than potatoes, such as peas, snap beans and sweet corn. Also focuses on grower-processor relations, vegetable contracting news and statistical reports on the different processed vegetables with added features on farm safety and insurance needs.

Deadline: April 10, 2017

JUNE 2017

Editorial Focus:

HARVEST & SPECIALTY VEHICLES/TRACTORS

Articles on the crucial, upcoming harvest season including emphasis on modernized techniques to reduce bruising, optimal timing, improved equipment, etc. Added focus on ATV, utility and other specialty vehicles as well as compact & utility tractors and mowing/shredding equipment. Plus, new government program releases and new regulations.

Deadline: May 10, 2017

JULY 2017

Editorial Focus:

CROP PROTECTION

A timely look at the sprayers, applicators and other equipment, tools and methods used to obtain the most efficient control of crop-threatening pests and diseases. Technologically advanced, effective and environmentally responsible fungicide and insecticide products and application techniques also covered.

Deadline: June 9, 2017

AUGUST 2017

Editorial Focus:

SUSTAINABLE AG & RESEARCH/TECHNOLOGY

Reports from the nation's best potato and vegetable researchers offer growers practical information in an easily understood format. Key legislative concerns affecting the potato and vegetable industry, new technologies in equipment, systems and services are also addressed.

Deadline: July 10, 2017

SEPTEMBER 2017

Editorial Focus:

CROP PROJECTIONS & STORAGE/MARKETING

2017 crop updates and outlooks are presented along with strategies to help growers increase profitability. Additionally, this issue explores the latest technologies and news in two key success areas: storing and marketing the crop.

Deadline: August 10, 2017

OCTOBER 2017

Editorial Focus:

ASSOCIATE DIRECTORY & BAGGING/PACKAGING

The ever-popular *WPVGA Associate Directory* also appears in this issue as well as a reader-submitted *Harvest Photo Gallery*. With the potato and vegetable crops harvested, attention turns to packaging the product for premium profitability and processing/traceability.

Deadline: September 8, 2017

NOVEMBER 2017

Editorial Focus:

ANNUAL SEED ISSUE

This issue's bonus circulation to every potato grower in the United States and at the 2018 Potato Expo makes it the most widely read edition of *Badger Common'Tater*. Features include Wisconsin's highly regarded seed potato program, current seed research and variety trials with seed experts' insights.

Deadline: October 5, 2017

DECEMBER 2017

Editorial Focus:

2018 GROWING SEASON & ANNUAL REVIEW

Growers use this issue to help plan seed, equipment and other supplies needed for the 2018 season requirements: planting, fertilizer, spraying, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more! Our Annual Review provides insights into the 2017 growing season overall while also identifying goals and objectives for the coming year.

Deadline: November 10, 2017

- THE magazine for potato and vegetable growers in the Midwestern United States
- Circulation to 50 states and 8 foreign countries

BADGER COMMON'TATER COVERAGE INCLUDES:

- In-depth monthly interviews with industry experts
- Articles by top University research scientists
- Details on the latest potato promotion/marketing efforts
- People in the news
- Calendar of events with contacts
- Up-to-date potato research findings
- New products
- Timely news reports
- Reports on Area Potato Meetings
- An inside look at the WPVGA
- Delicious potato recipes
- Also, the latest trends and state-of-the-art technology in the areas of planting, harvesting, handling, packaging, storage, processing and more

PUBLISHER'S STATEMENT ON CIRCULATION

The BADGER COMMON'TATER is the official monthly publication of the Wisconsin Potato & Vegetable Growers Association. It is mailed to every known commercial potato grower in the state of Wisconsin and the major potato producing states, most large growers specializing in vegetable crops for processing, the University Extension system, the Wisconsin Department of Agriculture, and the WPVGA Associate Membership of the related industries. Circulation is not limited to Wisconsin, but includes many potato growers and industry leaders in 50 states and 8 foreign countries.

Circulation: 4,100

Spectra Print Corporation
P.O. Box 247 • 2301 Country Club Drive
Stevens Point, WI 54481

Following are Wisconsin's national rankings in production of nine major vegetable crops (2013 USDA Statistics):

	RANK AMONG STATES	PERCENTAGE OF U.S. PRODUCTION
Potatoes	3 rd	6%
Snap Beans	1 st	45%
Beets for Canning	1 st	49%
Cabbage for Kraut	1 st	47%
Green Peas	3 rd	21%
Carrots	2 nd	33%
Sweet Corn	3 rd	23%
Cucumbers for Pickles	3 rd	7%
Onions	8 th	1%

Wisconsin Potato & Vegetable Growers Association (WPVGA) is a non-profit trade association of growers. Revenue from advertising dollars spent in the *Badger Common'Tater* is put back into programs (research, education, marketing and governmental relations) for potato and vegetable producers. Not only are you advertising your products and services to a targeted audience, you are investing in the success of your customers!

SPECIAL ISSUES

JANUARY 2017: This is the official preview of the 17th Annual WPVGA/UW-Extension Grower Education Conference and Industry Show, a huge, three-day event that covers potato research reports, educational business seminars, an industry trade show, awards banquet and WPVGA's Annual Meeting. This issue enjoys bonus circulation, as it will be available to all attendees of the Grower Education Conference & Industry Show in Stevens Point, WI.

Deadline is December 9, 2016.

FEBRUARY 2017: Gearing up on the equipment, tools and knowledge growers need for the 2017 growing season in the areas of soil preparation, planting, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more. WPVGA's 69th Anniversary (founded February 1948) section features WPVGA grower/associate member highlights.

Deadline is January 10, 2017.

SEPTEMBER 2017: Two keys to success in the potato industry are storing and marketing the crop. This issue explores 2017 crop updates and outlooks along with strategies to help growers increase profitability, and shares the latest technologies and news.

Deadline is August 10, 2017

NOVEMBER 2017: Our 32nd Annual Seed Issue's bonus circulation goes to every potato grower in the U.S. (approximately 10,000) and is distributed at the 2018 Potato Expo, making it the most widely read edition of *Badger Common'Tater*. Features include Wisconsin's highly regarded seed potato program, current seed research and variety trials with seed expert insights. Because of Wisconsin's outstanding reputation in the seed potato industry and the strong editorial content of the magazine, growers anticipate the November Seed Issue.

Deadline is October 5, 2017



BADGER COMMON'TATER

THE VOICE OF WISCONSIN'S POTATO & VEGETABLE INDUSTRY

OFFICIAL PUBLICATION OF WISCONSIN POTATO & VEGETABLE GROWERS ASSOCIATION (WPVGA)

CONTACT:

Joe Kertzman, Managing Editor
(715) 630-6213

jkertzman@wisconsinpotatoes.com

700 5th Ave, PO Box 327, Antigo, WI 54409

AD RATES (All ads full color)			
SIZE	1x-4x	5x-8x	9-12x
Full Page	\$2680	\$2470	\$2280
2/3 Page	\$2010	\$1860	\$1720
1/2 Page	\$1480	\$1370	\$1270
1/3 Page	\$1080	\$990	\$920
1/4 Page	\$820	\$760	\$700
1/6 Page	\$550	\$510	\$470

- 15% Agency/Camera Ready discounts available.
- We do not offer classified ads but if you have a *Help Wanted, For Sale* or *Auction* ad, please contact Joe Kertzman for special rates: (715) 630-6213 or jkertzman@wisconsinpotatoes.com.

WPVGA WEBSITE

Online ad opportunities are available to Badger Common'Tater print magazine advertisers only. Contact Joe Kertzman for details: (715) 630-6213, jkertzman@wisconsinpotatoes.com.

INSERTS

Contact Joe Kertzman for details: (715) 630-6213, jkertzman@wisconsinpotatoes.com.

DEADLINES

Space Closing: 5th of month preceding insertion.
Copy Deadline: 10th of month preceding insertion.

MECHANICAL SPECIFICATIONS

FULL PAGE BLEED

- A. Full Page (Bleed): 8-1/4" wide x 10-3/4" tall (add 1/4" bleed on all sides to artwork to allow for trim)
- B. Full Page (No Bleed): 7-1/4" wide x 9-3/4" tall

CENTER SPREAD

Full bleed measures 16-1/2" wide x 10-3/4" tall (add 1/4" bleed on all sides to artwork to allow for trim). Live area is 15-1/2" wide x 10-3/4" tall

OTHER SIZES

- C. 2/3 Page 7-1/4" wide x 6-1/4" tall
- D. 2/3 Page 4-3/4" wide x 9-3/4" tall
- E. 1/2 Page 7-1/4" wide x 4-3/4" tall
- F. 1/2 Page 4-3/4" wide x 7-1/4" tall
- G. 1/3 Page 7-1/4" wide x 3-1/8" tall
- H. 1/3 Page 4-3/4" wide x 4-3/4" tall
- I. 1/3 Page 2-1/4" wide x 9-3/4" tall
- J. 1/4 Page 7-1/4" wide x 2-1/4" tall
- K. 1/4 Page 4-3/4" wide x 3-1/2" tall
- L. 1/4 Page 2-1/4" wide x 7-1/4" tall
- M. 1/6 Page 2-1/4" wide x 4-3/4" tall
- N. 1/6 Page 4-3/4" wide x 2-1/8" tall

FURNISHED ADS/AD COMPONENTS

Email camera-ready ads to Joe Kertzman, jkertzman@wisconsinpotatoes.com, in high-resolution (at least 300 dpi) JPG or PDF format.

For ads you wish us to create, email logo, photos or desired artwork, digital photos or artwork in high-resolution digital format (at least 300dpi) JPEG or PDF file format. A proof of your ad will be emailed to you for review and approval.

Exact dimensions listed on chart in right hand column above.

