



**Badger**

No. 73 | JANUARY 2020

# **COMMON'TATER**

*THE VOICE OF WISCONSIN'S POTATO & VEGETABLE INDUSTRY*

**RATE CARD &  
EDITORIAL CALENDAR**



# EDITORIAL CALENDAR

## Contact:

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## JANUARY 2020

### Editorial Focus:

#### WPVGA INDUSTRY SHOW PREVIEW & TRUCKS

Exclusive preview of the 71st Annual WPVGA Industry Show, or 20th annual combined UW-Extension Grower Education Conference & Industry Show. Highlighting innovations in trucks, logistics, digital tracking, beds, trailers, tires, hitches and other related equipment.

*Deadline:* December 10, 2019

## FEBRUARY 2020

### Editorial Focus:

#### 2020 EQUIPMENT/SUPPLIES & POTATO EXPO COVERAGE

Gearing up for the 2020 growing season, showcases modern equipment and supplies growers need in the areas of soil preparation, planting, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more. See complete coverage of the 2020 Potato Expo. WPVGA's 72nd Anniversary (founded February 1948) section features grower/associate member highlights.

*Deadline:* January 9, 2020

## MARCH 2020

### Editorial Focus:

#### PLANTING & WPVGA INDUSTRY SHOW

News surrounding the latest planting technology and equipment, seed varieties and treatments, fertilization, nutrition management and beyond ... to GPS, drone and precision agriculture. In-depth coverage of the 2020 WPVGA/UW-Extension Grower Education Conference & Industry Show.

*Deadline:* February 10, 2020

## APRIL 2020

### Editorial Focus:

#### IRRIGATION & SPECIALTY EQUIPMENT

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

*Deadline:* March 10, 2020

## MAY 2020

### Editorial Focus:

#### VEGETABLES & FARM SAFETY/INSURANCE

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

*Deadline:* April 10, 2020

## JUNE 2020

### 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.

*Deadline:* May 11, 2020

## JULY 2020

### Editorial Focus:

#### CROP PROTECTION

A timely look at the tools and methods used to obtain the most efficient control of crop-threatening pests and diseases. Also, news on how today's technologically advanced products and application techniques provide effective, environmentally responsible control.

*Deadline:* June 9, 2020

## AUGUST 2020

### Editorial Focus:

#### RESEARCH & SUSTAINABLE AG

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, and new technologies in equipment, systems and services are also addressed as they relate to achieving on-farm sustainability.

*Deadline:* July 10, 2020

## SEPTEMBER 2020

### Editorial Focus:

#### STORAGE/MARKETING

A look at the latest technology related to potato storage and treatment. Also 2020 crop updates and outlooks are presented along with strategies to help growers increase profitability.

*Deadline:* August 9, 2020

## OCTOBER 2020

### Editorial Focus:

#### ASSOCIATE DIRECTORY & BAGGING/PACKAGING

The complete WPVGA *Associate Division Directory* appears in this issue—an invaluable reference tool. With the potato and vegetable crops harvested, attention turns to bagging and packaging the product for premium profitability and processing/traceability.

*Deadline:* September 10, 2020

## NOVEMBER 2020

### Editorial Focus:

#### ANNUAL SEED ISSUE

This issue's bonus circulation to every potato grower in the United States and at the 2021 Potato Expo makes it the most widely read edition of the *Badger Common Tater*. Features include Wisconsin's highly regarded seed potato program, current seed research and variety trials with seed experts' insights and recommendations.

*Deadline:* October 9, 2020

## DECEMBER 2020

### Editorial Focus:

#### 2021 GROWING SEASON & ANNUAL REVIEW

Growers use this issue to help plan seed, equipment and other supplies needed for the 2021 season: planting, fertilizing, spraying, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more! Our Annual Review provides insights into the 2020 growing season overall, while also identifying goals and objectives for the coming year.

*Deadline:* November 11, 2020

- 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 • 5000 Woodward Drive  
Stevens Point, WI 54481

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

	RANK AMONG STATES	PERCENTAGE OF U.S. PRODUCTION
Potatoes	3 <sup>rd</sup>	6%
Snap Beans	1 <sup>st</sup>	45%
Beets for Canning	1 <sup>st</sup>	49%
Cabbage for Kraut	1 <sup>st</sup>	47%
Green Peas	3 <sup>rd</sup>	21%
Carrots	2 <sup>nd</sup>	33%
Sweet Corn	3 <sup>rd</sup>	23%
Cucumbers for Pickles	5 <sup>th</sup>	7%
Onions	8 <sup>th</sup>	1%

The 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 2020:** This is the official preview of the 71st Annual WPVGA Industry Show, or 20th annual combined UW-Extension Grower Education Conference & Industry Show, a huge, three-day event that covers potato research reports, educational business seminars, an industry trade show, awards banquet and WPVGA Board of Directors Annual Meeting. This issue enjoys bonus circulation, as it is made available to all attendees of the Grower Education Conference & Industry Show in Stevens Point, WI.

*Deadline is December 10, 2019*

**FEBRUARY 2020:** Gears up on the equipment, tools and knowledge growers need for the 2020 growing season in the areas of soil preparation, planting, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more. Complete coverage of the 2020 Potato Expo and WPVGA's 72nd Anniversary (founded February 1948) section featuring WPVGA grower/associate member highlights.

*Deadline is January 9, 2020*

**SEPTEMBER 2020:** Two keys to success in the potato industry are storing and marketing the crop. This issue explores 2020 crop updates and outlooks along with strategies to help growers increase profitability, and shares the latest technologies and news.

*Deadline is August 9, 2020*

**NOVEMBER 2020:** Our 35th Annual Seed Issue's bonus circulation goes to every potato grower in the U.S. (approximately 10,000) and is distributed at the 2021 Potato Expo, making it the most widely read edition of the *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 9, 2020*



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# COMMON'TATER

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

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AD RATES (All ads full color)			
SIZE	1x-4x	5x-8x	9-12x
Full Page	\$2710	\$2500	\$2310
2/3 Page	\$2040	\$1890	\$1750
1/2 Page	\$1510	\$1400	\$1300
1/3 Page	\$1110	\$1020	\$950
1/4 Page	\$850	\$790	\$730
1/6 Page	\$580	\$540	\$500

- 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](mailto: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](mailto:jkertzman@wisconsinpotatoes.com).

**INSERTS**

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

