



Badger

No. 74 | JANUARY 2021

COMMON'TATER

THE VOICE OF WISCONSIN'S POTATO & VEGETABLE INDUSTRY

RATE CARD & EDITORIAL CALENDAR



EDITORIAL CALENDAR

Contact:

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JANUARY 2021

Editorial Focus:

WPVGA INDUSTRY SHOW PREVIEW & TRUCKS

First look and preview of the 72nd Annual WPVGA Industry Show, or 21st annual combined UW-Extension Grower Education Conference & Industry Show. Showcasing innovations in trucks, logistics, digital controls, beds, trailers, tires, hitches and other related equipment.

Deadline: December 10, 2020

FEBRUARY 2021

Editorial Focus:

2021 EQUIPMENT/SUPPLIES & POTATO EXPO COVERAGE

Firing up for the 2021 growing season and focusing on 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 2021 Potato Expo. WPVGA's 73rd Anniversary (founded February 1948) section features grower/associate member highlights.

Deadline: January 8, 2021

MARCH 2021

Editorial Focus:

PLANTING & WPVGA INDUSTRY SHOW

Advancements in planting technology and equipment, new seed varieties, treatments and fertilization, nutrition management and crop protection, including GPS, drone and precision agriculture. In-depth coverage of the 2021 WPVGA/UW-Extension Grower Education Conference & Industry Show.

Deadline: February 10, 2021

APRIL 2021

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, 2021

MAY 2021

Editorial Focus:

VEGETABLES & FARM SAFETY/INSURANCE

In-depth articles related to major cash crops other than potatoes, such as peas, beets, carrots, 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 9, 2021

JUNE 2021

Editorial Focus:

HARVEST & SPECIALTY VEHICLES/TRACTORS

Focuses on the upcoming harvest season with an emphasis on modern techniques to reduce bruising, optimal timing and improved equipment. Added focus on specialty vehicles and tractors, as well as compact & utility vehicles and mowing/shredding equipment

Deadline: May 10, 2021

JULY 2021

Editorial Focus:

CROP PROTECTION

A timely look at the tools and techniques used to gain the utmost and efficient control of crop-threatening pests and diseases. Provides relevant news on how today's technologically advanced products and application techniques achieve effective, environmentally responsible protection.

Deadline: June 10, 2021

AUGUST 2021

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 9, 2021

SEPTEMBER 2021

Editorial Focus:

STORAGE/MARKETING

Showcases the latest technology related to potato storage and treatment. Also 2021 crop updates and outlooks are presented along with strategies to help growers increase profitability.

Deadline: August 10, 2021

OCTOBER 2021

Editorial Focus:

ASSOCIATE DIRECTORY & BAGGING/PACKAGING

The entire 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 produce for premium profitability and processing/traceability.

Deadline: September 10, 2021

NOVEMBER 2021

Editorial Focus:

ANNUAL SEED ISSUE

Bonus circulation to every potato grower in the United States and at the 2022 Potato Expo makes the November Seed Issue the most widely read edition of the *Badger Common Tater*. Features cover Wisconsin's highly regarded seed potato program, current seed research, variety trials and expert insight and recommendations.

Deadline: October 12, 2021

DECEMBER 2021

Editorial Focus:

2022 GROWING SEASON & ANNUAL REVIEW

Growers use this issue to help plan seed, equipment, treatments, protection and supplies for the 2022 season: planting, fertilizing, spraying, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more! Our Annual Review provides insights and hindsight regarding the 2021 growing season overall, while also identifying goals and objectives for the coming year.

Deadline: November 10, 2021

- 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 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	5 th	7%
Onions	8 th	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 2021: This is the official preview of the 72nd Annual WPVGA Industry Show, or 21st 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, WPVGA Hall of Fame induction and 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, Wisconsin.

Deadline is December 10, 2020

FEBRUARY 2021: Fires up for the equipment, tools and knowledge growers need for the 2021 growing season in the areas of soil preparation, planting, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more. Complete coverage of the 2021 Potato Expo and WPVGA's 73rd Anniversary (founded February 1948) section featuring WPVGA grower/associate member highlights.

Deadline is January 8, 2021

SEPTEMBER 2021: Two keys to success in the potato industry are storing and marketing the crop. This issue features 2021 crop updates and outlooks, along with strategies to help growers increase profitability, and shares the latest technologies and news in potato storage, treatment and marketing strategies.

Deadline is August 10, 2021

NOVEMBER 2021: Our 36th Annual Seed Issue's bonus circulation goes to every potato grower in the U.S. (approximately 10,000) and is distributed at the 2022 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 12, 2021



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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	\$2720	\$2510	\$2320
2/3 Page	\$2050	\$1900	\$1760
1/2 Page	\$1520	\$1410	\$1310
1/3 Page	\$1120	\$1030	\$960
1/4 Page	\$860	\$800	\$740
1/6 Page	\$590	\$550	\$510

- 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 300 dpi) 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.

