



Badger

No. 78 | JANUARY 2025

# COMMON'TATER

THE VOICE OF WISCONSIN'S POTATO & VEGETABLE INDUSTRY

## RATE CARD & EDITORIAL CALENDAR





# EDITORIAL CALENDAR

## Contact:

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## JANUARY 2025

### Editorial Focus:

#### WPVGA INDUSTRY SHOW PREVIEW & TRUCKS

Complete schedule, sneak peek into and preview of the 75th Annual WPVGA Industry Show/25th annual combined UW-Extension Grower Education Conference & Industry Show. Showcasing innovations in trucks, autonomous driving, logistics, digital controls, beds, boxes, trailers, tires, hitches and all related equipment.

Deadline: December 10, 2024

## FEBRUARY 2025

### Editorial Focus:

#### 2025 EQUIPMENT/SUPPLIES & POTATO EXPO COVERAGE

Gearing up for the 2025 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 2025 Potato Expo. **WPVGA's 77th Anniversary** (founded February 1948) section features grower and associate member highlights.

Deadline: January 10, 2025

## MARCH 2025

### 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 2025 WPVGA/UW-Extension Grower Education Conference & Industry Show.

Deadline: February 10, 2025

## APRIL 2025

### 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, front-end and wheel loaders & earthmoving implements, attachments and more.

Deadline: March 10, 2025

## MAY 2025

### 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 10, 2025

## JUNE 2025

### 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 12, 2025

## JULY 2025

### 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, and targeted protection.

Deadline: June 10, 2025

## AUGUST 2025

### 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, 2025

## SEPTEMBER 2025

### Editorial Focus:

#### STORAGE/MARKETING

Showcases the latest technology related to potato storage and treatment. Also 2025 crop updates and outlooks are presented along with strategies to help growers increase profitability.

Deadline: August 11, 2025

## OCTOBER 2025

### 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, 2025

## NOVEMBER 2025

### Editorial Focus:

#### ANNUAL SEED ISSUE

Bonus circulation to every potato grower in the United States and at the 2026 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 10, 2025

## DECEMBER 2025

### Editorial Focus:

#### 2026 GROWING SEASON & ANNUAL REVIEW

Growers use this issue to help plan seed, equipment, treatments, protection, and supplies for the 2026 season: planting, fertilizing, spraying, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more! Our Annual Review provides insights and hindsight regarding the 2025 growing season overall, while also identifying goals and objectives for the coming year.

Deadline: November 10, 2025

- THE magazine for potato and vegetable growers in the Midwestern United States
- Circulation to 50 states and 9 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 9 foreign countries.

**Circulation: 4,500**

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	2 <sup>nd</sup>	21%
Sweet Corn	3 <sup>rd</sup>	23%
Cucumbers for Pickles	4 <sup>th</sup>	7%
Carrots	5 <sup>th</sup>	15%
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 2025:** This is the official preview of the 75th Annual WPVGA Industry Show/25th 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 11, 2024*

**FEBRUARY 2025:** Delves into the equipment, tools and knowledge growers need for the 2025 growing season in the areas of soil preparation, planting, cultivating, irrigating, harvesting, handling, storage, packaging, processing and more. Complete coverage of the 2025 Potato Expo and **WPVGA's 77th Anniversary** (founded February 1948) section featuring WPVGA grower and associate member highlights.

*Deadline is January 10, 2025*

**SEPTEMBER 2025:** Two keys to success in the potato industry are storing and marketing the crop. This issue features 2025 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 9, 2025*

**NOVEMBER 2025:** Our 40th Annual Seed Issue's bonus circulation goes to every potato grower in the U.S. (approximately 10,000) and is distributed at the 2026 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 10, 2025*



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# COMMON'TATER

THE VOICE OF WISCONSIN'S POTATO & VEGETABLE INDUSTRY

**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	\$2760	\$2550	\$2360
2/3 Page	\$2090	\$1940	\$1800
1/2 Page	\$1560	\$1450	\$1350
1/3 Page	\$1160	\$1070	\$1000
1/4 Page	\$900	\$840	\$780
1/6 Page	\$630	\$590	\$550

- 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 and Tater Talk e-newsletter Ad Opportunities and Advertorials** are options for marketing products & services. 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 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.

