



**There is a story  
to be told.**

*It's the story of a proud  
community, steeped  
in family, tradition, and  
filled with hard-working  
people dedicated to the  
highest possible standards.  
We tell the story of an often  
underappreciated trade that  
provides humanity with its safest,  
healthiest, most-delicious food ever:  
the fresh produce industry.*

**Learn how we can  
help you tell your story.**

# **THE PRODUCE NEWS**

FOUNDED IN NYC • 1897

**2024 MEDIA KIT • [Producenews.com/How-to-advertise](https://Producenews.com/How-to-advertise)**



# THE PRODUCE NEWS

FOUNDED IN NYC • 1897

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# THE PRODUCE NEWS

Produce marketers rely on *The Produce News* to tell their story and spread the word about products and services.

When retailers seek the latest information on markets, trends and new products, *The Produce News* delivers with consistency and clarity.

Windset Farms® is thrilled with our ongoing partnership with *The Produce News*, a key player in our marketing strategy. They consistently help us reach industry buyers and decision-makers, offering unique promotional opportunities that contribute significantly to our brand's success.



**RANDI CHURCH**  
(Marketing Manager)  
WINDSET FARMS  
Delta, BC Canada



*The Produce News* has stellar on-point content about our industry. From their editorial calendar to their trade show coverage and ad hoc columns such as Industry Viewpoint, *The Produce News* is my go-to source for up-to-the-minute news. This winning combination makes a solid media partner for my communication goals.



**HELEN L. AQUINO**  
(Director Brand Marketing & Communications)  
VILLAGE FARMS  
Lake Mary, Florida



*The Produce News* plays an essential role in communicating with the produce world. For the entire Salix Fruits team, it is essential to start the day well informed through *The Produce News*' online and printed publications. In addition, it plays a fundamental role in the marketing area. This is the place to see and be seen!



**VINCE BIASIBETTI**  
(U.S. Sales)  
SALIX FRUITS  
Philadelphia, PA



Divine Flavor has been working with *The Produce News* for many years and we are extremely thankful for our relationship and ongoing partnership. *The Produce News* is a leader in industry-related news and their dedication to providing up-to-date information and top-notch customer service has been invaluable to our business. We are proud to be associated with such an innovative and reliable partner.



**MICHAEL DUPUIS**  
(Quality Assurance And Public Relations Manager)  
DIVINE FLAVOR  
Nogales, AZ



*The Produce News* has proven to be a valuable partner for Southern Specialties over the years. The publication's broad readership includes those produce professionals Southern Specialties wants to connect with. Industry members can gain insight into a wide variety of topics through both print and digital publications. Our marketing team has seen proven results through our association with *The Produce News*.



**CHARLIE EAGLE**  
(Vice President)  
Business Development  
SOUTHERN SPECIALTIES  
Pompano Beach, FL



*The Produce News* is an essential part of our marketing strategy at Yo Quiero! Brands. The digital and print platforms allow us to talk directly to our customers about our products and promotions. The team at *The Produce News* are true partners and we appreciate all they do to help Yo Quiero! reach as many industry professionals as possible.



**TARA MURRAY**  
(VP Marketing)  
FRESH INNOVATIONS, LLC.  
Rhome, TX



We have found *The Produce News* to be an indispensable tool in expanding our market presence. Their platform has proven to be a cornerstone of our marketing and communication strategy. The publication is a go-to resource for staying updated with industry shifts, benefiting our strategic planning.



**YASMIN PACIA**  
(Chief Marketing Officer)  
TRUCCO, INC.  
Bronx, NY & Vineland, NJ



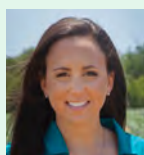
*The Produce News* on-line and print outlets have been a valuable media partner to us and our produce industry. Our company goals are to increase market share for our clients, increase brand awareness that drive increased sales – that coupled with *The Produce News* audience are the exact components to ensure success.



**PRISCILLA LLERAS**  
(International Trade Consultant)  
PRESTIGE RESOURCES  
Dallas, TX



For decades, *The Produce News* has been an integral part of my family's marketing efforts. Their dedicated team of professionals is easy to work with, has extensive industry knowledge, communicates well, and is creative. They continue to exceed my expectations. As *The Fresh Wave* and *Consalo Family Farms* continue to grow, I know I can rely on *The Produce News* to support our needs."



**CHELSEA CONSALO**  
(Executive Vice President)  
CONSALO FAMILY FARMS  
THE FRESH WAVE  
FRUIT & PRODUCE  
Vineland, NJ



*The Produce News* has been an integral part of growing the Equifruit brand in the U.S. market. Their team has been a delight to work with, and we feel cared for and confident that our content is getting in front of the right eyeballs.



**KIM CHACKAL**  
(Co-Owner, Director of Sales & Marketing)  
EQUIFRUIT, INC.  
Montreal, QC



Over the years *Hess Brothers Fruit Company* has maintained a fruitful partnership with *The Produce News*. Their dedication to assisting the produce industry has made them an invaluable resource for fostering growth and connectivity within the vibrant world of fresh produce.

They have demonstrated support by providing a platform for our brands to flourish through their comprehensive coverage and industry highlights. They have helped *Hess Brothers Fruit Company* with media ads for the release of our proprietary apple WildTwist®! We are grateful and fortunate to work with the team at *The Produce News*!



**MATTIE LEID**  
(Executive Sales Lead)  
HESS BROTHERS  
FRUIT COMPANY  
Lancaster, PA



**THE PRODUCE NEWS**

# EDITORIAL CALENDAR JANUARY-JUNE 2024

JANUARY		RESERVE AD SPACE	MATERIAL DUE DATE
8	Idaho Potato Commission Special Issue		DEC. 29, 2023
22	Winter Apples & Branded Apple Spotlight • Asian Produce • Super Bowl • In Memoriam Chilean Fruit • All Mexico • Detroit Marketrack • Winter Citrus • Florida Strawberries Organic Produce • Packaging & Equipment	JAN. 8, 2024	JAN. 12, 2024
FEBRUARY		RESERVE AD SPACE	MATERIAL DUE DATE
5	Winter Watermelon • Spring Sweet Potatoes • Offshore Produce • Colorado Potatoes Wisconsin Potatoes • Red River Valley Potatoes • Michigan Winter Apples • Fruit Logistica	JAN. 22, 2024	JAN. 26, 2024
26	<b>Southeast Produce Council Southern Exposure Conference &amp; Expo (Distributed at Expo— March 7-9 in Tampa, FL)</b> • Nogales Spring Produce • California Strawberries • Mexican Mangos Ramadan Dates • Packaged Produce/Value-added Meals • Dressings, Toppings & Dips	FEB. 5, 2024	FEB. 9, 2024
MARCH		RESERVE AD SPACE	MATERIAL DUE DATE
4	Texas Onions • Technology • Retailer of the Year • <b>SIGHTINGS – Paws n’ Claws (pet show)</b>	FEB. 19, 2024	FEB. 23, 2024
18	Hunts Point Marketrack • California Avocados • Santa Maria Produce • Chilean Spring Fruit Vidalia Onions • <b>SIGHTINGS - Southeast Produce Council Southern Exposure</b>	MARCH 4, 2024	MARCH 8, 2024
31	<b>Viva Fresh Expo (Distributed at Expo – April 11-13 in Houston, TX)</b> • Mexican Grapes Sustainability • California Cherries • Honoring Women in Produce • Pompano Beach Marketrack Cinco de Mayo	MARCH 18, 2024	MARCH 22, 2024
APRIL		RESERVE AD SPACE	MATERIAL DUE DATE
15	<b>CPMA (Distributed at Expo – Vancouver, April 23-25)</b> • <b>FPFC Expo (Distributed at Expo— May 1 in Anaheim, CA)</b> • Coachella Valley Produce • Specialty Produce • Spring Organic Spotlight Western Desert Melons • Florida Spring Produce	APRIL 1, 2024	APRIL 5, 2024
29	Philadelphia Marketrack • New Zealand Fruit • California Fresh Figs • California Leafy Greens Ohio Marketrack • Greenhouse Produce • Georgia Produce • <b>SIGHTINGS - Viva Fresh</b>	APRIL 15, 2024	APRIL 19, 2024
MAY		RESERVE AD SPACE	MATERIAL DUE DATE
13	Mangos • Watermelon • Summer Mushrooms • California Raspberries • Berry Marketing Transportation & Logistics • South Carolina Produce • <b>SIGHTINGS - CPMA</b>	APRIL 29, 2024	MAY 3, 2024
27	New Jersey Spring Produce • Avocados from Peru • Early San Joaquin Valley Grapes Northwest Stone Fruit Spotlight • Central California Onions • Tropicals & Pineapples North Carolina Produce • Eastern Shore • Walla Walla Onions • California/Baja Tomatoes West Side Melons • Arkansas Tomatoes • Northwest Cherries • <b>SIGHTINGS – Concours d’ Fresh (car show)</b>	MAY 13, 2024	MAY 17, 2024
JUNE		RESERVE AD SPACE	MATERIAL DUE DATE
10	New York State Produce • Northwest Blueberries • Summer Citrus Michigan Produce • Mid-year State of the Industry • New Jersey Blueberries	MAY 27, 2024	MAY 31, 2024
24	<b>Organic Produce Summit (Distributed at show – July 10-11 in Monterey, CA)</b> Indianapolis Marketrack • California Pears • New Jersey Peaches	JUNE 10, 2024	JUNE 14, 2024



# EDITORIAL CALENDAR JULY-DECEMBER 2024

JULY		RESERVE AD SPACE	MATERIAL DUE DATE
8	<b>IFPA Foodservice Conference (Distributed at Conference – July 25-26 in Monterey)</b> Greenhouse Produce • California Grapes • Ports of the Delaware River	JUNE, 24 2024	JUNE 28, 2024
22	Fall Berries • California Apples • Northwest Onions & Potatoes • California / Baja Tomatoes National Mushroom Month • Connecticut Marketrack • <b>SIGHTINGS - Organic Produce Summit</b>	JULY 8, 2024	JULY 12, 2024
29	IEOOC Special Issue		JULY 19, 2024
AUGUST		RESERVE AD SPACE	MATERIAL DUE DATE
5	<b>New England Produce Council Expo (Distributed at Expo – August 19-20 in Boston)</b> Peruvian Onions • Global Avocado Marketing • Michigan Apples • Eastern Apples Canada Fall Produce • Northwest Pears • Food Safety • Garlic Merchandising	JULY 22, 2024	JULY 26, 2024
19	New Jersey Fall Produce • Colorado Potatoes • Wisconsin Potatoes • Back to School Packaging • Transportation & Logistics • CA Fall Fruit & Grapes • <b>SIGHTINGS - IFPA Foodservice</b>	AUG. 5, 2024	AUG. 9, 2024
SEPTEMBER		RESERVE AD SPACE	MATERIAL DUE DATE
2	<b>SEPC Southern Innovations (Distributed at Expo – September 12-14 in Nashville)</b> Imported Berries • South American Mangos • Nuts & Dried Fruit • Baltimore Marketrack Cranberries • Specialty Produce • Kiwifruit • Washington Apples <b>SIGHTINGS - New England Produce Council</b>	AUG. 19, 2024	AUG. 23, 2024
16	<b>Pre-Global Produce Show Issue</b> • Maine Potatoes • Northwest Marketrack Idaho-Eastern Oregon Onions • Sweet Potatoes • Red River Valley Potatoes • Idaho Potatoes Mushroom Marketing • Fair Trade Produce • Peruvian Asparagus • New Crop Dates	SEPT. 2, 2024	SEPT. 6, 2024
OCTOBER		RESERVE AD SPACE	MATERIAL DUE DATE
7	<b>IFPA Global Produce and Floral Show (Distributed at Convention – Oct. 17-19 in Atlanta)</b> <b>SIGHTINGS - SEPC Southern Innovations</b>	SEPT. 17, 2024	SEPT. 24, 2024
28	<b>Post-Global Produce Show Issue</b> • Holiday Dates, Nuts & Dried Fruit • California Citrus Winter Desert Vegetables • Florida Fall Produce • Mexican Avocados • California Leafy Greens <b>SIGHTINGS - IFPA Global Produce</b>	OCT. 14, 2024	OCT. 18, 2024
NOVEMBER		RESERVE AD SPACE	MATERIAL DUE DATE
11	Organic Produce • Chilean Fruit	OCT. 28, 2024	NOV. 1, 2024
25	<b>New York Produce Show (Dec. 10-12 in New York, NY)</b> Potato & Onion Marketing • Rio Grande Valley	NOV. 11, 2024	NOV. 15, 2024
DECEMBER		RESERVE AD SPACE	MATERIAL DUE DATE
9	Nogales Produce • Boston Marketrack • Atlanta Marketrack • Holiday Produce <b>SIGHTINGS - Happy holidays (seasons greetings)</b>	NOV. 25, 2024	NOV. 29, 2024



Produce marketers rely on *The Produce News* to tell their story and spread the word about products and services.

When retailers seek the latest information on markets, trends and new products, *The Produce News* delivers with consistency and clarity.

The *Produce News* provides me with all I need to know about the industry. The timeliness of *The Produce News* daily emails and the relevance of the content always gets my attention. *The Produce News* keeps me up to date on all the happenings in the produce world.



**PAUL KNEELAND**  
(VP, Fresh Operations)  
GELSON'S MARKETS



The *Produce News* is my go to source for the latest news in the produce industry; informative, well written and with great content in every issue.



**MIKE ROBERTS**  
(Dir. of Produce Operations)  
HARPS FOOD STORES, INC.



The *Produce News* is a great source for keeping current on market trends and market conditions. Their content is relevant to all Produce specialists. Keep up the great work *Produce News*!



**JEFF TOMASSETTI**  
(Produce/Floral Director)  
BUEHLER'S FRESH FOODS



The *Produce News* has always been my preferred source for produce information over the years, from the "In the Trenches" column by Ron Pelger (my favorite) to the Industry Viewpoint series to the Data Harvest report, which I use for informational purposes when I'm updating our stores. *The Produce News* is a great place to look for updates on retailers, growers and people in the industry, and for new items that companies will be introducing.



**DAVE RHODES**  
(Director of Produce & Floral)  
FRESH ENCOUNTER



The *Produce News* has consistently been a strong source of up-to-date information with current and upcoming market trends for the Produce industry. *The Produce News* always has interesting insights on all aspects of the produce industry and the people in the industry.



**TOM MURRAY**  
(Director of produce)  
ROCHE BROS.



For myself *The Produce News* is where I go to get up to date on all things produce online or in print. *The Produce News* keeps industry professionals like me in the know whether catching up on industry news and happenings or staying in touch with industry trends. *The Produce News* is a must read to stay informed.



**VINCE MASTROMAURO**  
(Dir. of Produce Operations)  
SUNSET FOODS



The *Produce News* has consistently proven to be a trusted source within the produce industry and has been instrumental in keeping us abreast of industry trends, market insights, and emerging technologies. We are honored to have a decades-long partnership with *The Produce News* and consistently use it as a valuable platform to share our journey, accomplishments, and product information. We look forward to continued collaboration in sharing the success and innovations of **Bland Farms** with the wider agricultural community and supporting our colleagues within the industry.



**SLOAN LOTT**  
(Director of Sales)  
BLAND FARMS  
Glennville, Georgia



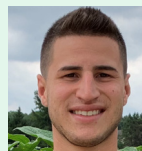
The *Produce News* is a standout among our press partners, known for their creativity and innovation. Their team consistently brings fresh ideas to the table, helping us expand our reach and engage new audiences. The "Get Fresh with the *Produce News*" podcast has added an exciting dimension to our message-sharing efforts. We value our long-term partnership with them.



**ROCHELLE BOHM**  
(Vice President of Marketing)  
CMI ORCHARDS, LLC  
Wenatchee WA



For more than 25 years, *The Produce News* has captured and shared our family's story to the produce trade. Through interviews, photos and advertising, **D'Ottavio Farms** has effectively launched many new items, introduced new employees, highlighted new growing areas throughout the country, and most of all, reached new customers in both the U.S. and Canada.



**ANTHONY D'OTTAVIO**  
(VP)  
D'OTTAVIO FARMS  
Vineland, NJ



The **Idaho Potato Commission** has found our partnership with *The Produce News* to be a pivotal component of our advertising strategy. The team at *The Produce News* has always gone above and beyond to help us deliver successful marketing campaigns. We appreciate the professionalism and reach of their publication, both digitally and in print.



**ROSS JOHNSON**  
(VP-Retail/International)  
IDAHO POTATO COMMISSION  
Eagle, Idaho



The **Freshwave and Consalo Family Farms** count on *The Produce News* for the best communication, marketing and advertising in the industry. *The Produce News* employs a stellar team that helps us reach readers in the best way possible. They have been a source that our companies can rely on. The ever-changing trends of this industry require companies to stay "in the know," and *The Produce News* is the source to go to, every time.



**SKIP CONSALO (CEO)**  
THE FRESHWAVE &  
CONSALO FAMILY FARMS  
Vineland, NJ



The *Produce News* is a "go-to" resource for **Sbrocco International**. From marketing reach to timely content, *The Produce News* delivers. We are proud to partner with them and know that we are being visible to current and potential trade partners throughout our industry.



**MACLAREN OGLESBY**  
(Sales Manager)  
SBROCCO INTERNATIONAL, INC.  
Mt. Laurel, NJ



**THE PRODUCE NEWS**



# Marketplace Highlights

**\$4,850** | The *perfect primer* for your trade show pitch featuring a **write up of your product or service** in a creative layout **with linkbacks to your website**. Our Marketplace program includes a **special edition digital newsletter**, a **featured print section** in *The Produce News* with **bonus circulation at the show**, and **social media shout outs**. Combine with a **SIGHTINGS** video sponsorship at your next tradeshow for even greater impact.



## Get ALL 3 products...

- ▶ **Marketplace print ad & editorial coverage** in the marketplace section with **bonus distribution at featured show**
  - ▶ **Marketplace newsletter 300x250 banner ad and editorial**
  - ▶ **Marketplace website listing editorial article on theproducenews.com**
- ...for 1 great price!**

Contact your sales rep for more information on this package





# THE POWER OF PRODUCE IN PRINT:

Our hand cultivated list offers you a convenient blend of sustainability without sacrificing high quality readers.



# 7,254

## Retail Chains, Wholesale Grocers, Voluntaries, Co-Ops, Wholesale Clubs, Top 100 C-Stores

Consisting primarily of produce directors, merchandisers and buyers for retail organizations, including the top 100 convenience chains. This segment also includes presidents, CEOs, VPs of merchandising, procurement and perishables, as well as divisional VPs.

# 859

## Major Terminal Market Wholesalers, Buying Brokers

Featuring large metropolitan terminal market wholesale operations that buy for smaller chains and supply shorts to larger chains, terminal market buying brokers and shipping-point brokers. Many also service and make buying decisions for the enormous foodservice operator industry.

# 767

## Foodservice Distributors Handling Fresh Produce & Buyers For Top 100 Restaurant Chains

Including all foodservice distributors in the United States carrying fresh produce as part of their product line. In addition to our terminal market wholesale subscribers, these very important foodservice distributors buy for and supply the foodservice operator industry.

# 1,066

## Grower-Shippers

A hand cultivated segment assuring you extensive coverage of the nation's largest, most financially stable, grower-shipper operations. These firms grow, pack and ship the majority of the nation's fresh produce.

# = 10,003

## TOTAL BPA-audited subscribers

Also included in The Produce News' circulation list are **13** transportation firms and **44** companies allied to the fresh produce industry (*June 2023 BPA Circulation Statement*).

For a complete copy of our BPA Worldwide Circulation Statement, call (845) 270-5281, log on to [www.theproducenews.com](http://www.theproducenews.com).

**We do not inflate our retail print circulation numbers with digital "subscribers" and single store circulation claims.**

## THE PRODUCE NEWS



# THE PRODUCE NEWS

FOUNDED IN NYC • 1897

*Justifiable advertising rates enable successful produce marketing programs.*

## 2024 PRINT AD SPECS, PRICES & DEADLINES

	Size	1 run
Center Spread	21"x15"	Call your ad rep. for pricing.
Half Page Center Spread	Call your ad rep. for sizing.	Call your ad rep. for pricing.
Full page	10"x15"	\$4,100
Half Page Vertical	7.975"x10"	\$2,975
Half Page Horizontal	10"x8"	\$2,975
Quarter Page Vertical	5.95"x7"	\$2,100
Quarter Page Horizontal	7.975"x5"	\$2,100
Eighth Page	3.925"x5"	\$1,050
Index Cover Leaderboard	10"x1.25"	\$6,250
Index Cover Teaser	4.938"x1.75"	\$5,275
Front Inside Cover	10"x15"	Call your ad rep. for pricing.
Second Front Page Teaser #2	4.938"x1.75"	\$4,100
Second Front Page Teaser #1	4.938"x1.75"	\$3,850
Stickies	Call your ad rep. for sizing.	\$5,200
Inserts	Call your ad rep. for sizing.	\$4,100
4 Page Cover Wrap	Call your ad rep. for sizing.	Call your ad rep. for pricing.

### RATES ARE COMMISSIONABLE TO OUR FRIENDS IN THE ADVERTISING AGENCY BUSINESS

**Materials Deadline:** One week prior to publication date.

**File Output Specifications**

All color must be separated for 4-color process [CMYK].  
 Image Resolution 300dpi. Preferred file format: PDF  
 Trapping: 1/2 pt. Black fonts above 14 pt, use a 2-color makeup:  
 20% cyan, 100% black. Black fonts under 14 pt, use 100% black only.  
 When using fonts smaller than 10 pt, non-serif fonts reproduce best.

**Publication Specifications**

Printing: Web offset, full run. Publication Size: Tabloid newspaper.  
 Live area: 10" x 15", paper stock: 35-pound, 80 brightness groundwood. Ink density 240. Bleeds permitted to gutter only on spreads.  
 All other ads are non-bleed.

**File Submission**

Files can be e-mailed to [addamo@theproducenews.com](mailto:addamo@theproducenews.com) with the following information: issue date, name of advertiser and contact information. Alternatively files can be sent using a service such as [www.wetransfer.com](http://www.wetransfer.com)

**Insert Specifications**

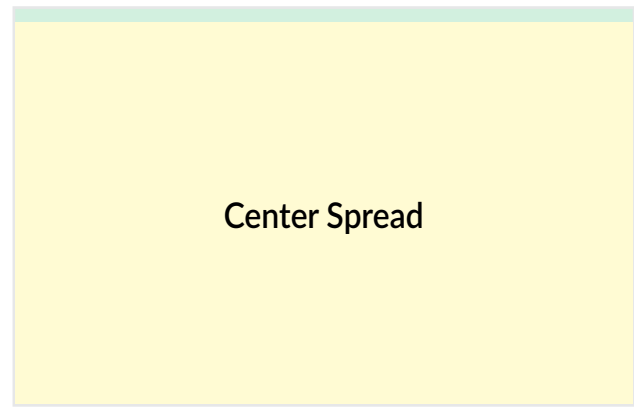
SIZE Minimum size 4" X 6", maximum size 10.5" X 16". Minimum weight on a single sheet is 70#. Any non-folded insert should not exceed 8.5" x 11". Inserts larger than 8.5" x 11" should be pre-folded. Call for sizes of multi-page inserts.

**Shipping:** Inserts ship directly to printer:

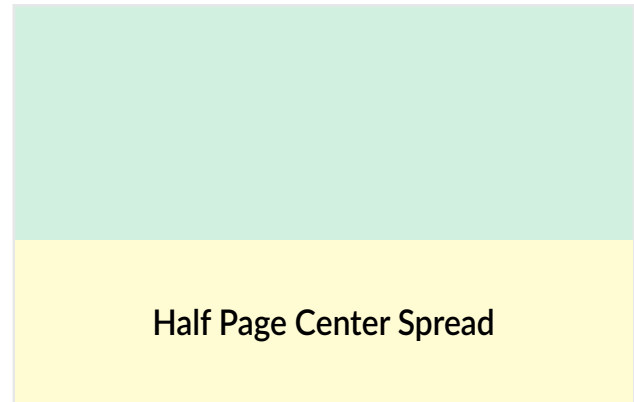
Produce News | c/o Wenatchee World  
 3 Ninth Street | Wenatchee | WA 98801

**Shipping hours:** Monday - Friday 8am-4pm.

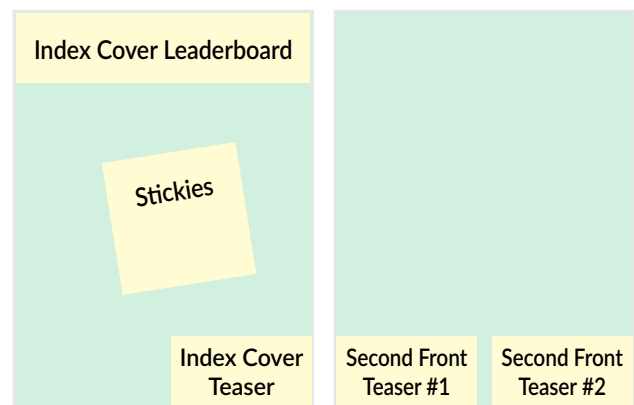
Other days/times by appointment. Inserts supplied in boxes, skids or gaylords should be clearly marked with "The Produce News," issue date of publication and quantity of inserts supplied.



Center Spread



Half Page Center Spread



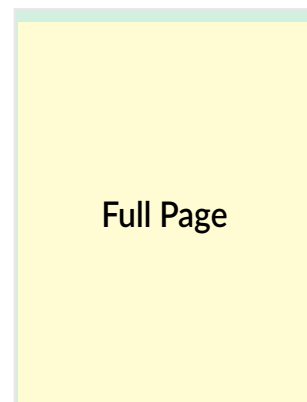
Index Cover Leaderboard

Stickies

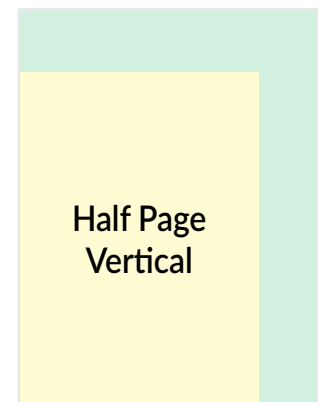
Index Cover Teaser

Second Front Teaser #1

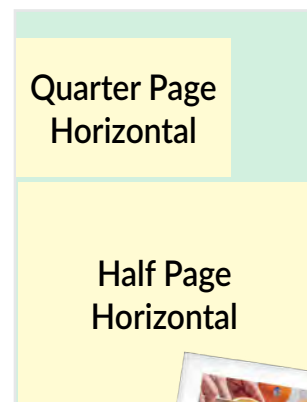
Second Front Teaser #2



Full Page

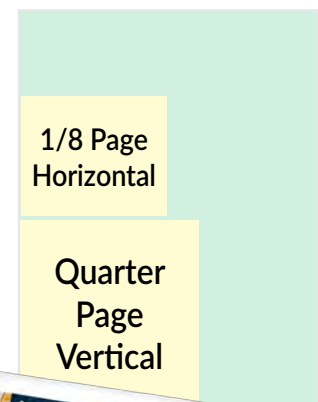


Half Page Vertical



Quarter Page Horizontal

Half Page Horizontal



1/8 Page Horizontal

Quarter Page Vertical



# THE PRODUCE NEWS



# Newsletter Audience



**40k**

Retail chains,  
Wholesale Grocers,  
Voluntaries, Co-ops,  
Wholesale Clubs  
and C-stores

**7k**

Wholesalers  
and  
Brokers

**21k**

Foodservice  
Distributors,  
Management  
Operators And  
Restaurant Chains

**16k**

Growers  
and  
Shippers

**3.5k**

Allied  
Industry  
Members

**= 87k+**

**TOTAL E-NEWSLETTER RECIPIENTS**

*(list size fluctuates due to maintenance and subscriber activity.)*

## DIGITAL AD SPECIFICATIONS

### E-NEWSLETTER AD SPECS

#### AD SPECIFICATIONS

- Frequency rate is determined by number of weeks or months
- No minimum on weeks required
- Weeks need not be consecutive
- Ad units are standard, IAB sizes.
- File formats accepted: jpg. NO animated files.
- File size not to exceed 40k. Please include a target url.

### WEBSITE AD SPECS

#### AD SPECIFICATIONS

- Advertising rates are per month.
  - Frequency rate is determined by number of months
  - No minimum on months required
  - Months need not be consecutive
- Ad units and locations are run-of-site on article pages.
- Each ad unit is available to a maximum of 3 advertisers. Ads are rotated evenly based on time not by page refreshes.
- Multi-media advertising is available within file-size limits.
- File formats: jpg, gif, maximum file size 40k, Please include a target url.

### E-NEWSLETTER AD & WEBSITE AD MATERIAL DEADLINES

All ad materials are due 7 business days prior to the first day it is scheduled to be published. Send ad materials to: [addamo@theproducenews.com](mailto:addamo@theproducenews.com). Include month advertising and client name.

For questions, please contact Anthony Addamo [addamo@theproducenews.com](mailto:addamo@theproducenews.com) (201) 954-6381.

**THE PRODUCE NEWS**



# Daily Newsletter

The Produce News Daily Newsletter **delivers twice a day** as AM and PM editions to over **87,000+ contacts** and is the industry's go-to source for consistent, high-quality news.

This content-rich product includes the most important news of the day as well as commentary from industry experts and more.

## DAILY NEWSLETTER SPECS & PRICES

Banner	Size (pixels)	1 week
#1 Leaderboard	728x90	\$4,100 per week
#1A Banner	728x90	\$4,100 per week
#1 Content Marketing**	IMG size: 180x90, Include url. Characters incl. spaces: 300**	\$4,100 per week
#2 Banner	300x250	\$4,100 per week
#3 Banner	728x90	\$3,500 per week
#4 Banner	300x250	\$3,500 per week
#5 Banner	728x90	\$3,500 per week
#6 Banner	300x250	\$3,500 per week
#7 Banner	728x90	\$2,975 per week
#8 Banner	300x250	\$2,975 per week
#9 Banner	728x90	\$2,975 per week
#10 Banner	300x250	\$2,250 per week
#11 Banner	728x90	\$2,250 per week
#12 Banner	300x250	\$2,250 per week
#13 Banner	728x90	\$2,250 per week
Content Marketing Footer	Editorial/Photos**	\$1,500 per day


\* Gross rates, per newsletter (AM or PM), per week/per day for Content Marketing Footer.

**\*By popular demand, new banners (#10 - #13) available in 2024.**

### CONTENT MARKETING

Our **content marketing opportunities** allow your carefully crafted messaging to shine with our **two high impact positions**.

#### #1 CONTENT MARKETING EXAMPLE



**Quality and Tradition.** Our family owned and grown California table grapes ensure your fruit arrives "just picked fresh." We wouldn't have it any other way. First-hand, continual supervision over our fruit provides us with ultimate control, which is key in quality assurance and food safety. [Learn More.](#)

\*\*Listing above show 180x90 px ad + copy example. Other acceptable files for #1 Content Marketing banner are 728x90 static .jpg OR animated .gif file. *If file is animated, file size must be 40k or less*

#### CONTENT MARKETING FOOTER EXAMPLE



**Starr Ranch Growers develop new recyclable HIC2 plastic apple bags**

Apples are the largest commodity segment at Starr Ranch Growers. While the company grows and provides a variety of other fruits within the marketplace — pears, stonefruit and cherries — team members think of apples as its "hero" fruit and the bulk of its business. [READ MORE](#)

\*\*Listing above shows 300x250 px ad + client article. Other acceptable files for Content Marketing banner footer are 728x400 static .jpg only. File size 40k or less



**CLICK FOR EXAMPLE OF OUR DAILY NEWSLETTER**



# ProduceNews.com

**MORE VISITORS,  
MORE IMPRESSIONS,  
MORE TIME ON THE PAGE.**

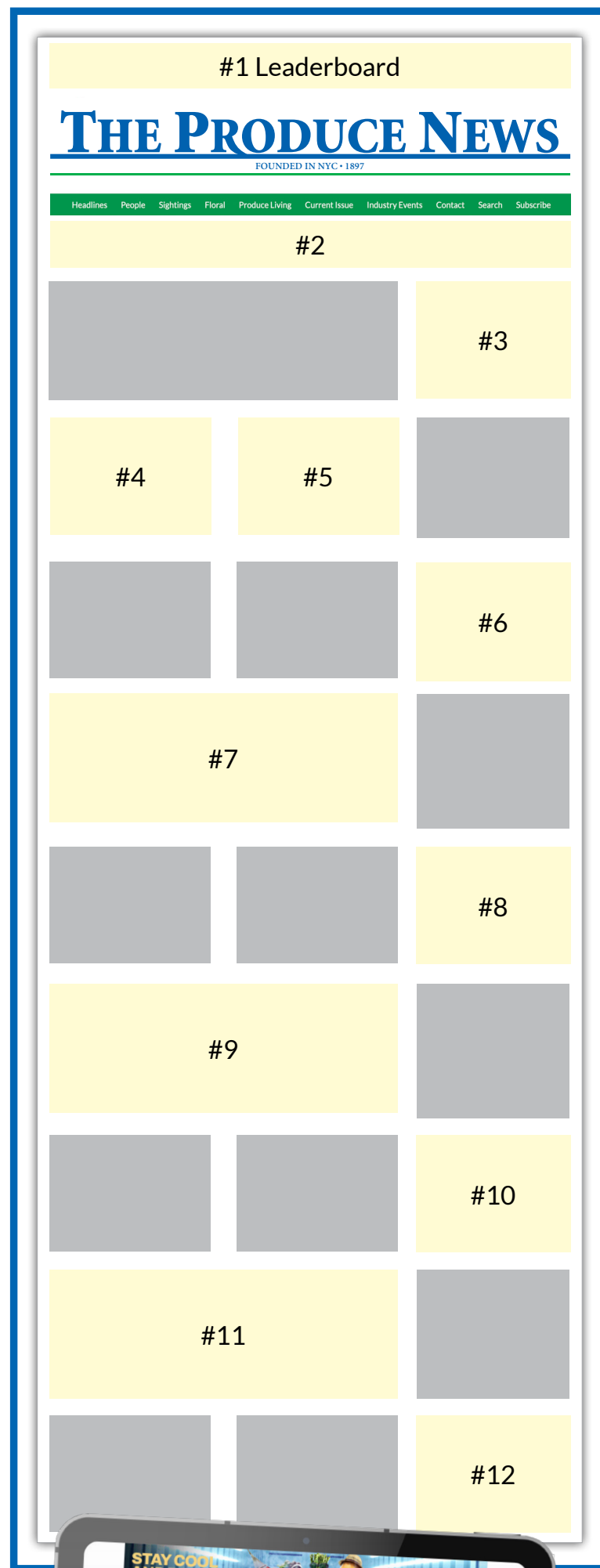
**Enlightening.  
Entertaining.  
Engaging.**

At **ProduceNews.com**, visitors peruse the latest industry headlines, access archives of our digital issues, and view our popular industry content such as **SIGHTINGS**, **Produce Living**, or **Posy**: Floral News.

**ProduceNews.com** draws readers in and keeps them engaged, earning you more value for your promotional dollars.

## MONTHLY ProduceNews.com SPECS & PRICES

Banner	Size (pixels)	1 month
#1 Leaderboard	970x120, 600x74, 300x50	\$4,950
#2 Banner	970x120, 600x74, 300x50	\$4,950
#3 Banner	300x250	\$4,950
#4 Banner	300x250	\$4,600
#5 Banner	300x250	\$4,000
#6 Banner	300x250	\$3,200
#7 Banner	635x357 & 300x250	\$4,000
#8 Banner	300x250	\$3,200
#9 Banner	635x357 & 300x250	\$4,000
#10 Banner	300x250	\$3,200
#11 Banner	635x357 & 300x250	\$3,400
#12 Banner	300x250	\$2,850





# Catfish in the produce department?!

CATFISH and BACKGROUND AD COMBO.  
TWO ADS, ONE BUY. A POWERFUL DUO.



The Produce News background ad offers full visibility on all pages within [producenews.com](http://producenews.com), enhancing your brands impact.

The Produce News catfish overlays draw high visibility and is also featured on all pages within the website. The catfish unit stays visible as the user scrolls the page unless it is manually closed by the reader.

## CATFISH & BACKGROUND SPECS & PRICES

Banner	Size (pixels)	1 Week	1 Month
Catfish ad	970 x 120, 600x74 & 300x50	\$3,850	\$14,000
Background ad	2000 x 800 & 320x480	n/c	n/c

NOTE: Viewable area is dependent on the persons browser, screen resolution and size. For that reason, it is advised that the ad message not be dependent on the viewing area because the display of some elements could be obscured by the website margins. ONLY 320x480 AD DISPLAYS ON MOBILE DEVICE OR TABLET.

CATFISH AD SPECIFICATIONS File formats: jpg or gif max file size 40k. Include a target url.

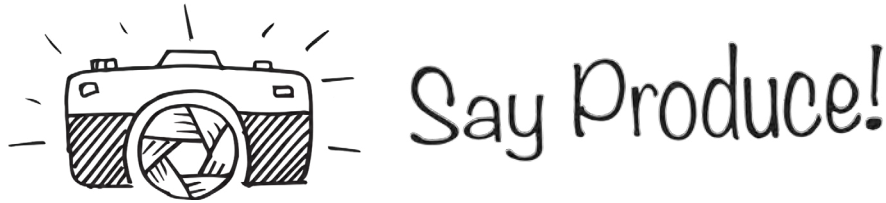
BACKGROUND AD SPECIFICATIONS File formats: jpg, maximum file size 200k dimensions: 2000 X 800 & 320x480. Include a target url. Fade left, right and bottom of image to white (not required on 320x480 size).

Detailed Photoshop template for 2000x800 ad size available here:  
[https://theproducenews.com/pdf/background\\_ad\\_template\\_2020.psd](https://theproducenews.com/pdf/background_ad_template_2020.psd)

**THE PRODUCE NEWS**



# Sightings



**Our most viewed e-newsletter!**

**SIGHTINGS** glues readers' eyes to your advertising message! And here's why...

Year after year our Sightings newsletter proves to be the most-engaging digital product we have, sporting a **higher click rate** than any other e-newsletter we send out.

At a frequency of four Sightings per month, your marketing message is sure to engage readers once it hits their inbox.

**Your monthly buy includes 4 separate Sightings sends.**

## SIGHTINGS SPECS & PRICES

Banner	Size (pixels)	1 month
#1 Leaderboard	728x90	\$5,850
#1A Banner	728x90	\$5,850
#2 Banner	728x90	\$3,850
#3 Banner	728x90	\$3,850
#4 Banner	728x90	\$2,700
#5 Banner	728x90	\$2,700

\* Static JPG images only. File size not to exceed 40K. Include url with ad submission.

SIGHTINGS Schedule	Digital	Print
<b>Paws n' Claws*</b> (pet show)	March	3/4
<b>Southern Exposure</b>	March	3/18
<b>Viva Fresh</b>	April	4/29
<b>CPMA</b>	April	5/13
<b>Concours d' Fresh*</b> (car show)	June	5/27
<b>Organic Produce Summit</b>	July	7/22
<b>IFPA Foodservice</b>	July	8/19
<b>NEPC</b>	August	9/2
<b>Southern Innovations</b>	September	10/7
<b>IFPA Global Produce &amp; Floral Show</b>	October	10/28
<b>New York Produce Show</b>	December	12/9
<b>Happy Holidays*</b> (seasons greetings)	December	12/9

\*user-submitted SIGHTINGS

#1 Leaderboard

## THE PRODUCE NEWS

FOUNDED IN NYC • 1897

SIGHTINGS
Say Organics!

---

#1A

Audee Rios Canobbio and Aracely Van Dine of Coliman Pacific Corp.

**Organic produce marketers return in full force at 2021 OPS**

MONTEREY, CA – Organic produce took center stage, here, at the 2021 Organic Produce Summit where produce marketers showcased their offerings at the premier event for organic fruits and vegetables. The sold-out event was held Sept. 15-16 at the Hyatt Regency Hotel in Monterey and included an informative series of educational sessions, engaging keynote presentations, and a trade show featuring more than 130 organic growers, shippers and processors from across North America.

READ MORE

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#2

Karen Nardozza and Molly Briseño of Moxxy Marketing.

Ben Josephson and Tate Brooks of Wada Farms.

---

#3

Patrick Lucy, Caitlin Cunha and Bob Lucy of Del Rey Avocado.

Jamie Moracci, Tiffany Sabelli and Chris Veillon of Pure Flavor.

---

#4

Chris Miele, Dani Loustalot and Sarah Barber of Jacobs Farm Del Cabo.

George Hatter and Rochelle Bohm of CMI Orchards.

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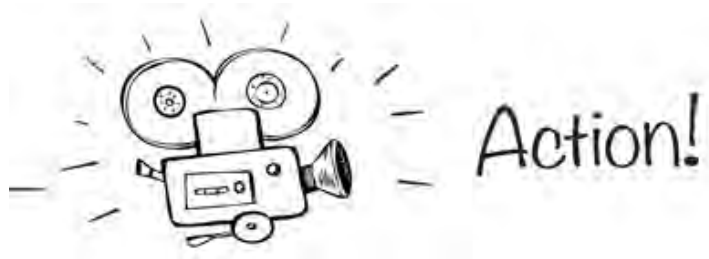
#5

Click HERE to view more photos

CLICK FOR  
EXAMPLE OF OUR  
SIGHTINGS  
NEWSLETTER



# Video Sightings



## Video stands out from the crowd!

Tired of traditional video coverage? We were too, that's why our video content is easy to browse and perfectly snackable. We deliver what's hot from all the best trade shows, so whether you were stuck at your desk or just couldn't visit everyone,

**The Produce News keeps you informed.**

## SPONSORSHIP PACKAGES

### GOLD SPONSOR: \$7,500

*Exclusive pre-roll frame* in overview video, and logo appears throughout video, **Leaderboard #1** in Video Sightings Newsletter, your company will be covered at the event

### SILVER SPONSORS: \$4,500

(up to 4) *Shared pre-roll frame*, **Leaderboard #2, #3, #4 or #5** in Video SIGHTINGS Newsletter, your company will be covered at the event

### BRONZE SPONSOR: \$2,850

**Leaderboard #6** in Video Sightings email, your company will be covered at the event.

Video SIGHTINGS Schedule	Digital
Southern Exposure	March
Viva Fresh	April
CPMA	April/May
Organic Produce Summit	July
IFPA Foodservice	July/August
Southern Innovations	September
IFPA Global Produce & Floral Show	October


#1

THE PRODUCE NEWS

#2

SIGHTINGS Action! SEPC

#3




Angela Hernandez of Trinity Fruit Sales.

OPS trade show a flurry of activity


The 2022 Organic Produce Summit's return to the Monterey Conference Center after a two-year, COVID-related absence resulted in the biggest and best show yet. Aisles were full from the opening bell on Thursday, July 14, until the doors were shut about five hours later.

VIEW VIDEOS

#4

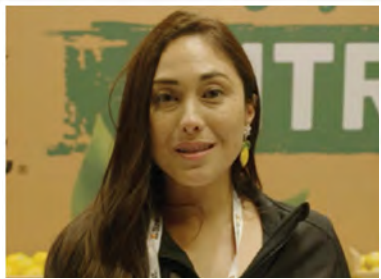


Kathleen Triou of Fresh Solutions Network.




Dan Crowley of Well-Pict Berries.

#5



Christina Ward of Sunkist.



Chris Veillon of Pure Flavor.

#6

CLICK FOR EXAMPLE OF OUR VIDEO SIGHTINGS NEWSLETTER



# Weekend Edition



The only produce industry media that delivers **over the weekend**, our weekend edition features lighter content from our **Produce Living** blog, and a mix of tributes and in-depth editorial.

Get your messaging in front of **decision makers** when they are the least inundated by work-related email so it simmers over the weekend and is top of mind as they return to their desk on Monday morning!

The advance edition of our newspaper is also featured in the Weekend Edition.

Your monthly ad buy guarantees 4 sends.

## WEEKEND EDITION SPECS & PRICES

Banner	Size (pixels)	1 month
#1 Leaderboard	728x90	\$4,100
#2 Banner	728x90	\$4,100
#3 Banner	728x90	\$3,500
#4 Banner	728x90	\$3,500
#5 Banner	728x90	\$2,500
#6 Banner	728x90	\$2,975

\* Static JPG images only. File size not to exceed 40K. Include url with ad submission.

#1 Leaderboard

#2

**A sneak peek at our upcoming print edition**

Explore our upcoming edition: In-depth features, new products, valuable data, and industry perspectives await you in the latest issue of *The Produce News*. In this edition, find out the latest news on the PMA-United merger see [What's In-Store](#) and get a look at the latest [Products & Promotions](#).

[READ MORE](#)

#3

**Sightings: STEP-UPP and board dinner kicks off 2021 Southern Innovations**

The Southeast Produce Council kicked off Southern Innovations 2021 with the STEP-UPP and board of directors dinner Wednesday evening, Sept. 8, at Vic's on the River, here. Rania Nelson of Westfalla Fruit, who is the incoming chairman of the SEPC board of directors, recognized the graduating members of the STEP-UPP class of 2020.

[READ MORE](#)

#4

**Sightings: Idaho potato industry gathers in Sun Valley at IGSA convention**

After a one year hiatus, the Idaho Grower Shippers Association held its 93rd annual convention in Sun Valley, ID, Sept. 1-3. The event featured a program of top-notch business speakers, social functions and recreational events, including a UTV side-by-side ride into the Sun Valley back country, a guided hike, bowling, horseshoes, trap shooting and a golf tournament.

[READ MORE](#)

#5

**Produce Living: The art of making paella**

Paella seems to be one of those dishes that can either go really great or horribly wrong with one misstep. There are many who think that the key to a great paella is the seafood, but we are going to let you in on a little secret: the rice and veggies you use is the key to getting the recipe perfect every time.

[READ MORE](#)

#6

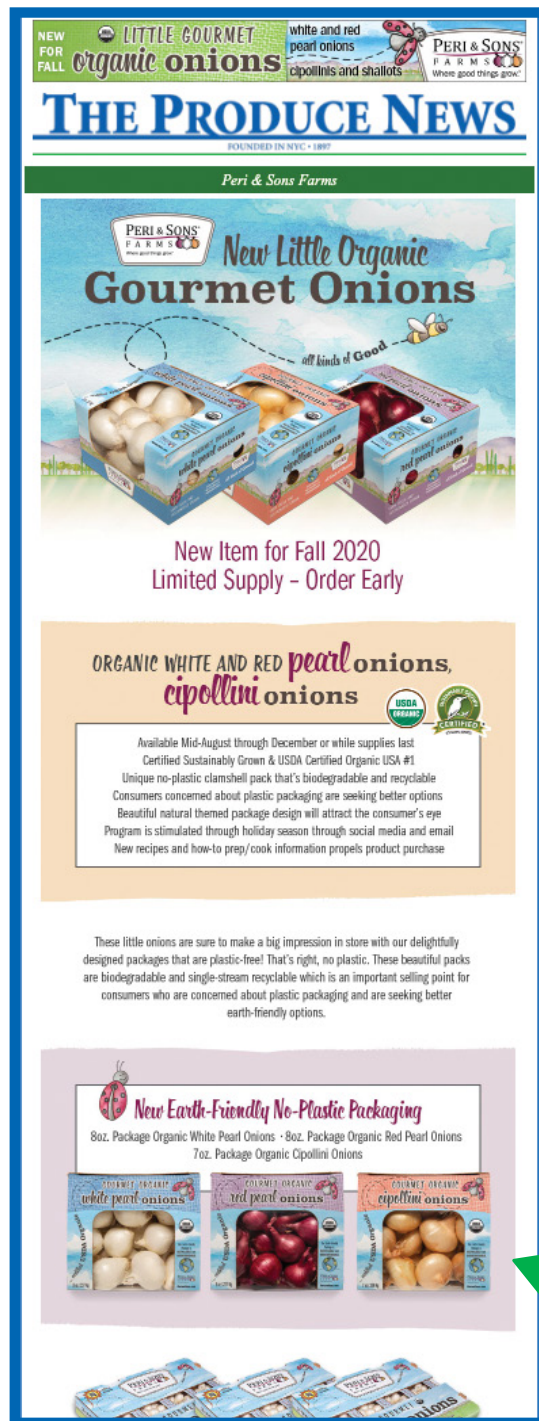
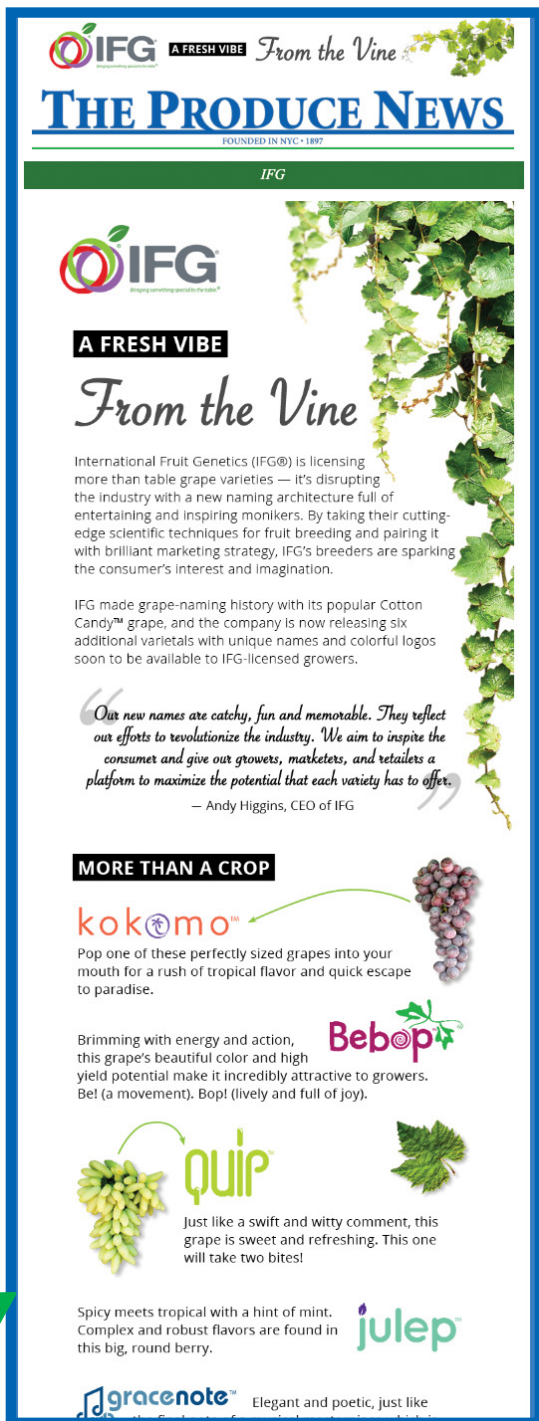
**CLICK FOR  
EXAMPLE OF OUR  
WEEKEND EDITION  
NEWSLETTER**



# Custom Branded Content **DEVOTED TO JUST YOUR COMPANY!**

Share your company's story with 87,000+ email addresses.

**\$4,200** | This exclusive e-newsletter carries your leaderboard ad alone. Promote your product or services your way! *The Produce News* offers you a unique opportunity to reach our database of 87,000+ readers with our custom content e-newsletters. Custom content e-newsletters are an ideal way to promote your new product or service or to give a strategic push to a seasonal item. You supply a write-up, or we generate the content – your choice. You have complete control and final approval of the finished piece.



[CLICK FOR EXAMPLE OF OUR CUSTOM BRANDED NEWSLETTERS](#)

## CUSTOM NEWSLETTER AD SPECS & DEADLINES

### AD SPECIFICATIONS

- Advertising rates are per day.
- Weeks need not be consecutive
- Ad Dimensions:
  - Leaderboard: 728 px wide x 90 px tall (can go up to 180 px in height)
  - Body of email: 728 px wide. Height: Whatever height is needed for creative and advertising message..
- File formats accepted: jpg.
- File size not to exceed 1MB.

### CUSTOM NEWSLETTER MATERIAL DEADLINES

All ad materials are due 7 business days prior to the first day it is scheduled to be published. Send ad materials to: [addamo@theproducenews.com](mailto:addamo@theproducenews.com). Include month advertising and client name.

For questions, please contact  
**Anthony Addamo** [addamo@theproducenews.com](mailto:addamo@theproducenews.com)  
 (201) 954-6381.



# Targeted Display Ads

**\$3,850** | You already rely on **The Produce News** to deliver your message to the right audience, our readers. Now you can reach these key individuals via our digital display network all across the web, in apps, and anywhere they may be connected to the internet.



**REACH THE RIGHT AUDIENCE, ANYWHERE.**

In our ongoing effort to help you reach produce buying decision makers, we're offering more digital products than ever before.

## TARGETED DISPLAY AD SPECS & PRICING

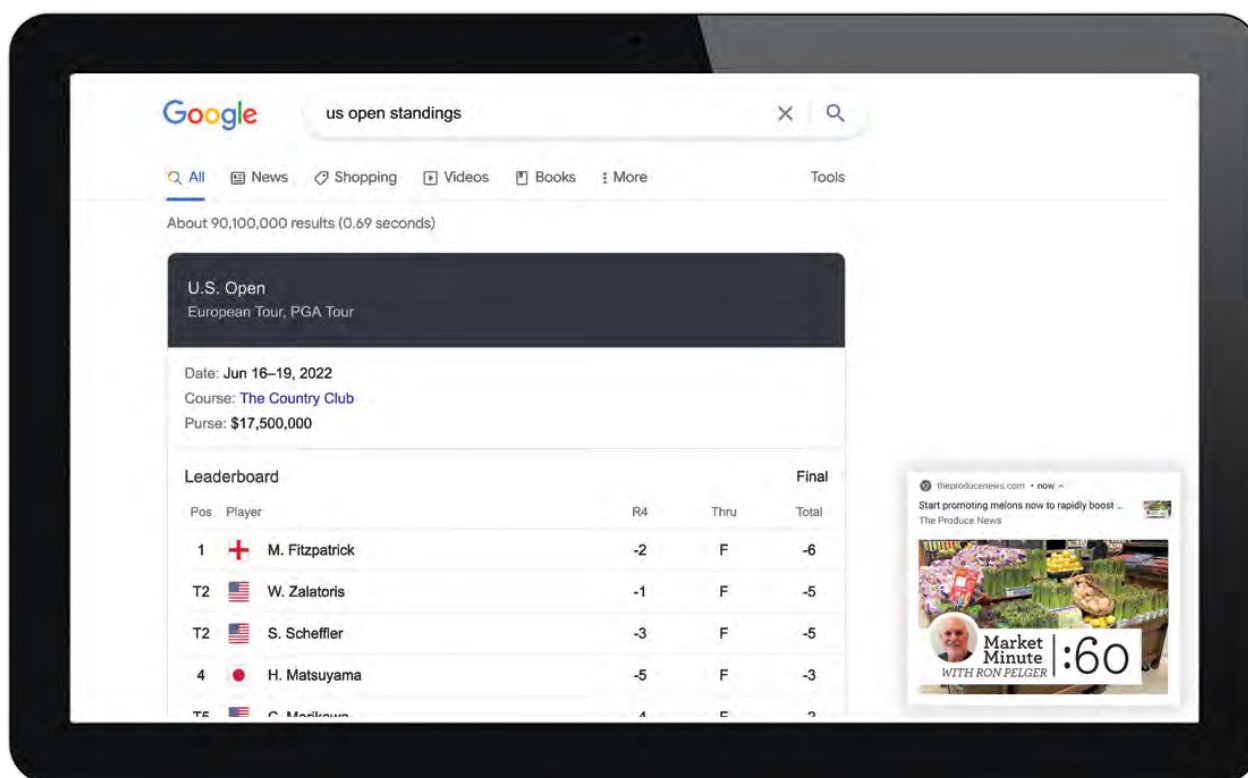
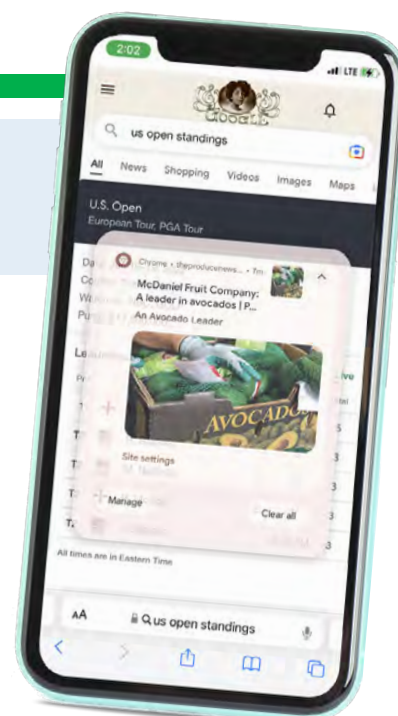
<b>Size (pixels)</b>	<b>1 week</b>
300x250, 728x90 & 300x50	\$3,850

# Push Notifications

**\$4,850** | Attention is in high demand and reaching the right people makes all the difference. Fortunately, you can now reach buyers and key decision makers via push notifications on desktop and mobile devices.

## PUSH SPECS & PRICING

<b>Content</b>	<b>Size (pixels)</b>	<b>1 Push</b>
Headline: 10 characters, copy / 50 characters,	300x150	\$4,850



The screenshots used on this page are intended to educate the reader on the use of programmatic display ads and push notifications and used solely for the purpose of providing context.





# Social Media Audience



**9.6k**  
FOLLOWERS




@producenews

**9.6k**  
FOLLOWERS



The Produce News

**5.5k**  
FOLLOWERS



@producenews

**5.4k**  
FOLLOWERS



@produce\_news

**= over 30k**

Social Media Followers

**THE PRODUCE NEWS**



# Posy

## FLORAL NEWS



With our highly targeted database, we reach the people who make key decisions about buying your products: floral directors, produce executives who oversee floral, floral merchandisers, managers, and wholesale florists – many with multiple branches and buyers.

In one convenient ad buy, we are your vehicle to reach the North American floral market. Your monthly buy guarantees exposure in a minimum of four newsletter sends.

**We welcome you as an advertiser in 2024, and appreciate your business!**

### POSY SPECS & PRICES


Banner	Size (pixels)	1 month
#1 Leaderboard	728x90	\$2,850
#2 Banner	728x90	\$2,850
#3 Banner	728x90	\$2,250
#4 Banner	728x90	\$2,250
#5 Banner	728x90	\$1,950
#6 Banner	728x90	\$1,950

\* *Static JPG images only. File size not to exceed 40K*


Contact Information: Dana Davis

PHONE: (302) 750-4662 EMAIL: [dana@tygermarketing.com](mailto:dana@tygermarketing.com)

#1 Leaderboard



#2 Banner ad




**Get ready - here come the holidays!**

Jack Frost visited us in the upper Midwest and the trees are releasing their last remaining leaves. Is it just me, or do summers seem to get shorter every year? As we enter November, it's time to embrace Thanksgiving, Black Friday, Cyber Monday, weeks of holiday shopping, family gatherings and the upcoming winter holidays.

[READ MORE](#)

#3 Banner ad

Click to Watch




HYDRANGEA

**SAF's 1-Day Profit Blast showcases industry professionals and education in Boston**

What do you get when you combine a region's top florists, industry suppliers, and education professionals in a ballroom in Massachusetts? You get the Society of American Florists' 1-Day Profit Blast Boston.

[READ MORE](#)

#4 Banner ad




**Leatherleaf fern - king of the Florida cut foliage industry**

In the last year, hurricanes Matthew and Irma re-shaped the Florida cut foliage industry and forever changed the landscape of fern production. But from its humble beginnings in 1904 - thanks to Peter Pierson and a gift of plumosus seeds from Italy - to its current hurricane damage challenges, Florida fern production has grown to become an integral part of the floral industry worldwide.

[READ MORE](#)

#5 Banner ad



**Floral industry gathers for WFFSA Floral Distribution Conference in Miami**

Members of the floral industry gathered for the annual WFFSA Floral Distribution Conference in Miami. The three-day expo was well attended and showcased some of the best floral shippers in the industry. The conference is the first large-scale event for the floral industry since the pandemic hit, and attendees exemplified this year's theme in every way: Stronger together, better than ever.

[READ MORE](#)

#6 Banner ad

[f](#) [t](#) [in](#) [ig](#) [yt](#)

Produced by

THE PRODUCE NEWS

FOUNDED IN 1961



**CLICK FOR EXAMPLE OF OUR POSY NEWSLETTER**

