

Pecan South

Media Kit 2020



About Pecan South Magazine

What is *Pecan South*?

Pecan South is the pecan industry's leading publication. Published monthly, *Pecan South* is a must read for growers, shellers, and enthusiasts. From growing tips to the latest scientific research to recipes, *Pecan South* gives readers the necessary information and tools to make smart decisions and changes in both their business and lives.

Who are our readers?

From pecan enthusiasts to horticulture specialists, *Pecan South* subscribers are a diverse group spread across six continents, but all connected through their love of pecans.

Who is *the staff*?

Catherine Clark
Managing Editor

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Blair Krebs

Publisher; Director of Sales & Marketing

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E blair@tpga.org



What do our **readers** say?

“I love the magazine! I read every word.”

—Leon Swihart, Arkansas

“*Pecan South* is a great resource for growers, both seasoned and beginning, to stay in touch with what is going on within the industry and keep informed of information that they need to know to improve their operations.”

—Charles Rohla, Oklahoma

“I have a small farm at St. Albans on the MacDonal River just north of Sydney with 130 pecan trees. They are now about 30 years old. I have been getting your magazine for many years and find the articles in them a great help. When we first planted them in 1983, no one knew anything about them. Thank you for all your help over the years.”

—Gay Shannon, Australia

“I read *Pecan South* cover to cover and really enjoy it.”

—Daniel Shuman, Georgia

“I am a South African pecan grower and have received *Pecan South* for more than 25 years. We don’t just read the magazines, we study them. I particularly enjoy the articles covering specific growers, nurseries or family operations. I still have all my original copies.”

—Heiko W. Meier, South Africa

“Wherever I’ve gone in the world and have seen pecans, I’ve seen *Pecan South*.”

—American sheller

“I read it in an hour. I love your magazine! Without it I’d be in the dark, it filters out the arrogance and all the academia.”

—Rick Ashley, Oklahoma grower

“I have enjoy going through the magazine. I read all of it and each article is enjoyable. It’s straight and to the point.”

—Don Farrer, Texas

What can I find in Pecan South?

Each issue features articles from our contributors across the United States. Some of these contributors provide expertise and scientific advice on growing, pest control, harvest problems and much more. Others share lifestyle advice and experiences within their own pecan orchard. *Pecan South* also publishes feature stories on different industry events, findings and people. Furthermore, *Pecan South* shares industry news and updates to keep readers in the know.



IRON—Essential to Humans & to Pecans

As iron deficiency in human bodies, pecans also require iron to grow. Iron deficiency in pecans can lead to stunted growth, yellowing of leaves, and reduced nut production. Iron is essential for the development of chlorophyll and the transport of nutrients within the tree.

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Difficult Pruning Decisions for Storm Recovery

By Larry Wells

The cleanup from Hurricane Michael is in progress here in Georgia and many growers have reached the point where they have a lot of the cleared area of the way but have to decide what to do with the damaged trees. Some trees are dead, some are leaning, and some are still standing but damaged. The decision is not easy, as it involves the cost of the tree, the cost of the damage, and the potential for future growth.

QUICK & EASY OPERATION PRUNE YOUR ORCHARD FASTER

NEILSON

NEILSON is a leader in the industry for providing high-quality pruning equipment. Their equipment is designed to be easy to use and efficient, saving growers time and money. The equipment is also durable and reliable, ensuring it will last for many years.

How to Get the Most Out of Your Fungicides

With low prices and weak market, pecan growers looking to cut costs must not sacrifice their crop's value.

By Larry Wells

In the midst of a big battle between the price of fungicides and the need to protect the crop, growers are looking for ways to get the most out of their fungicides. This involves understanding the different types of fungicides and how to use them correctly. It also involves understanding the importance of timing and the need for proper application.

WE CAN GET YOU GROW A GOLDEN

Golden is a leading provider of fungicides for pecan growers. Their products are designed to be effective and easy to use, helping growers protect their crops and maximize their yields. Golden also offers a variety of other products and services to help growers succeed.

PECAN APHIDS PART II: FEEDING BIOLOGY

By Larry Wells

Aphids are a common pest of pecan orchards, and understanding their feeding biology is crucial for effective control. This article discusses the different types of aphids that infest pecans and how they damage the trees. It also provides information on the life cycle of aphids and the signs and symptoms of infestation.

EASTERN PLAINS INSURANCE CORPORATION

Protect your investment with Eastern Plains Insurance Corporation. We offer a variety of insurance policies for pecan growers, including crop insurance, liability insurance, and more. Our policies are designed to be comprehensive and affordable, helping growers protect their assets and their livelihoods.

Chefs Discover Pecan's Story & Versatility at NPSA's 2019 Pecan Chef Summit

By Larry Wells

The National Pecan Shellers Association (NPSA) recently hosted the 2019 Pecan Chef Summit, a two-day event where chefs from across the country gathered to learn about the versatility of pecans in the kitchen. The event featured a variety of workshops, demonstrations, and tastings, highlighting the many ways pecans can be used in cooking.

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APC 101 Series: Strategic Planning

By Larry Wells

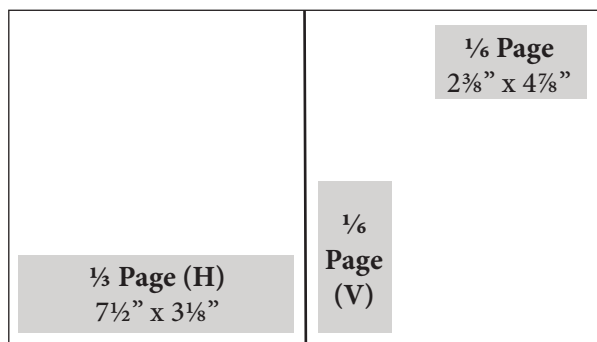
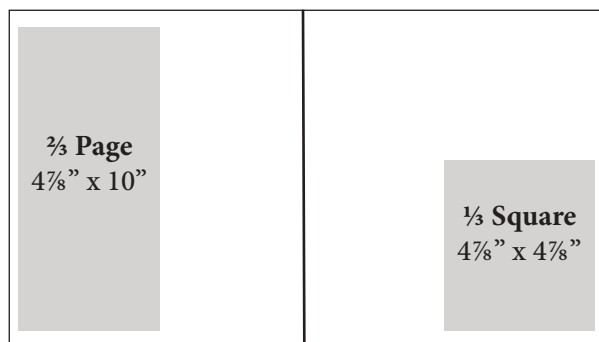
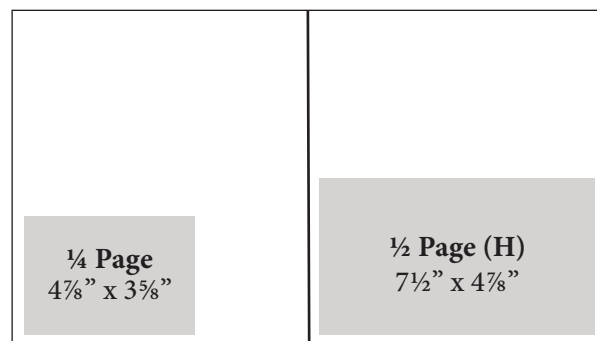
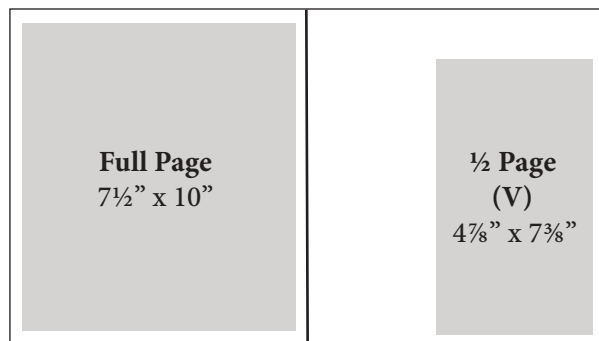
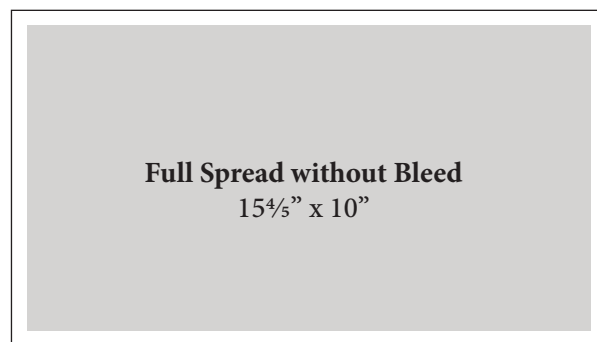
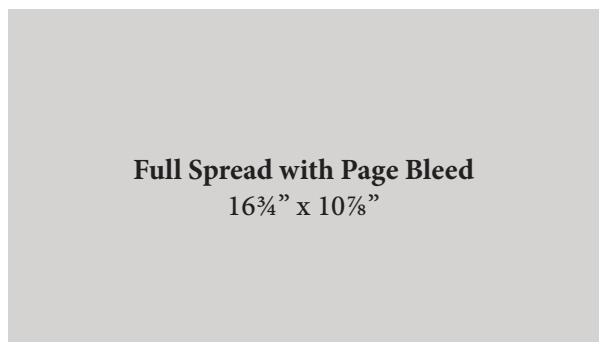
The APC 101 Series is a comprehensive guide to strategic planning for pecan growers. It covers a wide range of topics, including market analysis, financial planning, and risk management. The series is designed to help growers make informed decisions and develop effective strategies for their businesses.

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Specs for 2020



File Ad Specifications: Ads must be in CMYK with 300 DPI resolution and have one of the following extensions (.PDF .EPS or .TIFF). Also, ads must be spell-checked and proofed.

Bleed: Keep live material 1/4" from trim edge top and bottom and 1/2" from side trim. For bleeds, add 1/8" to all sides.



Advertising Rates for 2020

Black & White	1X	9X	12X
Full Page	\$770	\$715	\$660
2/3 Page	\$550	\$515	\$475
1/2 Page	\$385	\$360	\$330
1/3 Page	\$275	\$260	\$245
1/6 Page	\$140	\$125	\$115

Four Color	1X	9X	12X
Two-Page Spread	\$3800	\$3650	\$3500
Full Page	\$1870	\$1815	\$1760
2/3 Page	\$1650	\$1610	\$1575
1/2 Page	\$1485	\$1460	\$1430
1/3 Page	\$1375	\$1360	\$1345
1/6 Page	\$1240	\$1230	\$1215

Special Placement: If you would like to guarantee a specific placement for your ad in the magazine, please contact our office to discuss your options.

Inserts: Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices and availabilities upon request. Advertisers running preprinted inserts must provide a sample or mock-up for approval two weeks prior to issue closing.



2020 Production Schedule

	Delivery Date	Insertion Order	Materials
January	1/3/20	11/20/19	12/4/19
February	2/4/20	12/19/19	1/8/20
March	3/4/20	1/20/20	2/6/20
April	4/3/20	2/20/20	3/6/20
May	5/4/20	3/20/20	4/5/20
June*	6/4/20	4/20/20	5/6/20
July	7/3/20	5/19/20	6/8/20
August	8/5/20	6/19/20	7/6/20
September**	9/4/20	7/20/20	8/5/20
October**	10/5/20	8/20/20	9/8/20
November**	11/4/20	9/21/20	10/6/20
December	12/3/20	10/19/20	11/5/20

* **Buyer's Edition:** Features equipment and equipment dealers. Higher distribution.
** **Marketing Guide:** Features a list of buyers serving the pecan industry.



Advertising Add-Ons

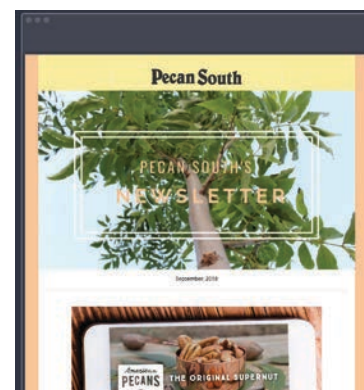
In addition to traditional advertising in the magazine, *Pecan South* offers add-ons to your orders. After choosing to buy an ad in the magazine, you can opt to expand your ad's reach by choosing to place your advertisement on our website or utilize digital add-ons.

Website: Another add-on that we now offer is online advertising through our website—pecansouthmagazine.com. To advertise online, you must be a current advertiser in the magazine. We offer a **banner ad that measures 970 x 90 pixels and sidebar ads that are 340 x 300 pixels on desktop**. Ads include a link of your choosing and can be designed ads in-house. This addition costs **\$500**.



Newsletter & Social Media Tie-Ins: Another option is a package of digital tie-ins that includes placement in our monthly e-newsletter and promotions on our social media.

Every month *Pecan South* subscribers receive an email newsletter that provides extra content from the magazine and the industry; in addition, our social media has followers inside and outside of our typical readership. Keep your business at the top of *Pecan South* readers' minds and expand your reach with these digital add-ons.



There are **2 spots per month in the newsletter that are or 605 x 178 pixels (or 8" x 2.37")**. For both the social media tie-ins and newsletter **the total** cost is an additional **\$100** to your magazine ad. The placement is on a first come, first served basis; your ad will be placed in the newsletter in the same month your ad is featured in the magazine.



Other Advertising Offers

Pecan South offers four other advertising opportunities in the magazine throughout the year. Unlike the traditional ads, each of these offers a unique moment to put your business front and center.

Business Directory: The Business Directory is a three-page guide to businesses within the pecan industry. The directory appears in every issue and enables readers a consistent place to look for pecan businesses. We sell spots in the directory as squares for a whole year, meaning your ad will run for 12 issues. Each square is 4" by 3" and costs are the following:

\$400 for black and white

\$600 for color

The Business Directory ads automatically renew each year. However, if you would like to make any changes or cancel your ad, contact Blair Krebs to make the corrections.

Buyer's Edition: The June issue of *Pecan South* is the "Buyer's Edition," which offers extra exposure at summer industry conferences. Contact Advertising Director Blair Krebs for more information.

Marketing Guide: The marketing guide runs for three issues—September to November—every year. If you buy pecans, this guide is perfect for you! Many pecan growers use this guide as a reference source for pecan buyers and processors. Like the directory, spots in the guide are sold as squares for the entire run (all three months). Each square is 3 ½" by 3 ⅛". If you would like a larger size in the Marketing Guide, you can purchase multiple squares. They are priced as follows for all three months:

\$300 per square for black and white

\$600 per square for color

To take full advantage of the 2019 Marketing Guide, complete required form in this kit and return it and the information you would like to include in your listing as soon as possible—no later than Aug. 6, 2019.

Classifieds: Appearing at the back of every issue, the classified ads are a cost-effective way to place a listing for equipment, property, trees, services, or anything else you'd like to sell to someone within the pecan industry. You can submit a classified online at pecansouthmagazine.com/advertise or via email to pecansouth@tpga.org. After submitting your classified ad, you will receive an email confirmation from our staff. Your ad will then be placed in the next available issue of the magazine.

80 cents per word • \$20 minimum

Production Specifications

Mechanical Specifications:

Printing Process: Sheet fed offset.

Binding Method: Saddle stitched (Guides at foot).

Trim Size: 8 3/8 inches by 10 7/8 inches.

Specifications: Recommended standards for advertising materials for offset publications approved by SWOP.

Inserts: Advertisers running preprinted inserts must provide a sample or mock-up for approval two weeks prior to issue closing.

Dimensions (inches):

Two-Page Spread with Page Bleed: 16 3/4" x 10 7/8"

Two-Page Spread without Bleed: 15 4/5" x 10"

One Page without Bleed: 7 1/2" x 10"

2/3 Page: 4 7/8" x 10"

1/2 Page (V): 4 7/8" x 7 3/8"

1/2 Page (H): 7 1/2" x 4 7/8"

1/3 Square: 4 7/8" x 4 7/8"

1/3 Page (H): 7 1/2" x 3 1/8"

1/6 Page (H): 2 3/8" x 4 7/8"

1/6 Page (V): 4 7/8" x 2 3/8"

For bleeds, add 1/8" to all sides.

Issue & Closing Dates:

Cancellations: Neither the advertiser nor its agents may cancel after the closing date. No cancellations, changes, or insertions orders will be accepted by Publisher after the closing date. Orders for back covers, postcards, and inserts may not be canceled less than 30 days preceding the closing date. If by closing date Publisher has not received copy that, in its sole discretion, is deemed acceptable for publication. Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the agency and advertiser for any space reserved for them.

Commissions:

Commissions: 15 percent of gross billings to recognized agencies. No commission on production charges. Commissions not allowed on billings turned over for collection.

Contract Regulations

Contract Year: Advertising must be inserted within one year of first insertion to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to earned frequency discount, except when use of smaller units lowers the total cost of the campaign below amount that larger units reached at their earned rate. An advertiser who does not complete a committed schedule will be subject to short rate. Credits earned by increasing frequency during a contract year are applied toward future billing for space. No cash rebates. Orders accepted are subject to rate change with notice by Publisher at least 60 days prior to closing date of effective issue. Advertisements that accompany orders containing incorrect rates or conditions will be inserted and charged the regular schedule rates. Such errors will be considered as clerical only.

Agency: All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

Billing Date: Publication date, payment due at Publisher's office in Bryan, Texas, within 30 days of date of invoice.

Credit: Payment is to be made in advance unless credit is approved by Publisher.

Past Due: All accounts not paid in full within 30 days of date of invoice shall incur a late charge of 1 percent per month from the due date until paid in full.

Collection: In the event, advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. In this event, advertiser and/or agency shall be totally liable for all fees and sums charged by the collection agency and/or attorney. If any suit or other judicial proceeding is instituted or had thereon or if collected through probate or bankruptcy proceeding, advertiser and/or shall be totally liable for all attorney's fees and court costs incurred by Publisher in the collection of said bills.

Pecan South

Insertion Order

Please include my company in *Pecan South* magazine.

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Email _____

Please specify the months that you wish your ad to run: _____

☐

Please run my ad until further notice. (Notice must be in writing.)

☐

Please invoice me.

☐

My ad is new.

☐

Please keep the current ad.

☐

My ad needs to be revised. (Please include changes)

Ad description: _____

Size _____

☐

Vertical

☐

Horizontal

Color

☐

B&W

☐

Four Color

Bleed

☐

YES

☐

NO

Please mail or fax this form to
Pecan South
4348 Carter Creek Pkwy. Ste. 101
Bryan, TX 77802
Fax: 979-846-1752

Pecan South

2020 Marketing Guide

Pecan South's annual list of buyers, who serve the
pecan industry.

Please include my company in the *Pecan South* Marketing Guide, September-November 2019.

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Email _____

☐ B&W \$300 ☐ Four Color \$600

☐ My listing is the same as last year.

☐ My listing needs to be revised. (Please include changes with this form.)

☐ My listing is new. (Please include information to be put in the ad with this form.)

Payment Options ☐ Payment enclosed ☐ Please invoice me.

Please mail or fax this form to
Pecan South
4348 Carter Creek Pkwy. Ste. 101
Bryan, TX 77802
Fax: 979-846-1752

Pecan South

Buyer's Edition

Pecan South's best deal of the year!

Full Page Black and White Ad: \$450

Half Page Black and White Ad: \$375

The Buyer's Edition is back this June and is ready to feature your product or service. In one issue, you get a great deal and increased distribution at three industry summer conferences.

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Email _____

**Insertion order and materials due to Pecan South by
May 1, 2020.**

☐

Full Page B&W

☐

Half Page B&W

☐

Use Existing Ad

☐

New Materials

Signature _____

Date _____