



# Pecan South

Media Kit 2019

[pecansouthmagazine.com](http://pecansouthmagazine.com)



# 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  
P 979.846.3352  
E [cclark@pecansouthmagazine.com](mailto:cclark@pecansouthmagazine.com)

**Blair Krebs**  
Publisher; Director of Sales & Marketing  
P 979.846.3352  
E [blair@tpga.org](mailto: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.

**Pecan harvesting equipment from the original shaker maker**

**Shockwave Miniboom**  
4.6 Cubic Capacity, 1000 lbs. 30' boom standard  
40' reach with 24" lift extension  
Pecan choker pattern

**Shockwave Riprock**  
4.6 Cubic Capacity, 1000 lbs. 30' boom standard  
40' reach with 24" lift extension  
Pecan choker pattern

**NEW! National rubber tracks**

**Tree Seeker**  
NEW! 24" boom standard  
40' reach with 24" lift extension  
Pecan choker pattern

Contact our Sales/Service Dept.  
Bryn Valley, Inc.  
10000 N. 10th St.  
Mesa, AZ, 85204  
(480) 447-3448

WE SHAKE THE WORLD

**Landmark Pecan Studies**

For nearly two decades, NPSA's landmark research has confirmed that pecan trees are healthy and productive. Below are some of the most recent research studies published in the *Journal of Horticultural Science and Biotechnology* (JHSB) and the *Journal of Agricultural and Food Chemistry* (JAFC). These studies have been published in the *Journal of Horticultural Science and Biotechnology* (JHSB) and the *Journal of Agricultural and Food Chemistry* (JAFC).

- 1. Natural Antioxidants:** Research conducted by the University of Georgia has confirmed that pecan trees contain natural antioxidants, which are known to be beneficial to human health. In addition, landmark research published in the *Journal of Horticultural Science and Biotechnology* (JHSB) has shown that pecan trees contain higher levels of antioxidants than other nut species. This is a major genetic advantage that can be passed on to future generations.
- 2. Cholesterol-Lowering:** Research conducted by the University of Georgia has confirmed that pecan trees contain natural antioxidants, which are known to be beneficial to human health. In addition, landmark research published in the *Journal of Horticultural Science and Biotechnology* (JHSB) has shown that pecan trees contain higher levels of antioxidants than other nut species. This is a major genetic advantage that can be passed on to future generations.
- 3. Heart Disease:** Research conducted by the University of Georgia has confirmed that pecan trees contain natural antioxidants, which are known to be beneficial to human health. In addition, landmark research published in the *Journal of Horticultural Science and Biotechnology* (JHSB) has shown that pecan trees contain higher levels of antioxidants than other nut species. This is a major genetic advantage that can be passed on to future generations.
- 4. Obesity & Weight Management:** Research conducted by the University of Georgia has confirmed that pecan trees contain natural antioxidants, which are known to be beneficial to human health. In addition, landmark research published in the *Journal of Horticultural Science and Biotechnology* (JHSB) has shown that pecan trees contain higher levels of antioxidants than other nut species. This is a major genetic advantage that can be passed on to future generations.

### GRAFTING— Some Kind of Magic

Although grafting may appear to be some kind of magic, it's really just a scientific process that with time and skill, anyone grows can perfect.

**It's an experience that I've had many times over the years. I've been successful in grafting many times over the years. I've been successful in grafting many times over the years. I've been successful in grafting many times over the years.**

becomes, without it, the commercial production of pecan trees would be nearly impossible. It's a process that's been perfected over time, and it's one that's still being refined. It's a process that's been perfected over time, and it's one that's still being refined. It's a process that's been perfected over time, and it's one that's still being refined.

### Walnut Caterpillar:

Early detection is key to prevent economic loss

Using the growing season, the walnut caterpillar is a major pest of pecan orchards. It's a pest that's been around for a long time, and it's one that's still being refined. It's a pest that's been around for a long time, and it's one that's still being refined.

**DURAND WAYLAND**  
HIGH PERFORMANCE SPRAYING SYSTEMS

For more information, contact us at 1-800-368-3688.

### Breaking Out of the Pie Shell

Behind the Scenes of the American Pecans Consumer Brand Launch

The launch of the American Pecans Consumer Brand was a major milestone for the industry. It's a brand that's been around for a long time, and it's one that's still being refined. It's a brand that's been around for a long time, and it's one that's still being refined.

Behind the scenes of the American Pecans Consumer Brand launch. It's a brand that's been around for a long time, and it's one that's still being refined. It's a brand that's been around for a long time, and it's one that's still being refined.

### South Africa: The Pecan Industry's Next Paradigm Shift?

South Africa is emerging as a major player in the pecan industry. It's a country that's been around for a long time, and it's one that's still being refined. It's a country that's been around for a long time, and it's one that's still being refined.

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### Listening, Learning & Sharing with the Industry

By Elizabeth Cox

For many decades, the industry has been a place of listening, learning, and sharing. It's a place where people come together to share their knowledge and experiences. It's a place where people come together to share their knowledge and experiences.

**Bissett SPECIALTY EQUIPMENT, INC.**

4581 West Picoche Ave.  
Las Cruces, NM 88501  
Phone: (505) 414-4100 Fax: (505) 444-4555



# Specs for 2019

**Full Spread with Page Bleed**  
16 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ "

**Full Spread without Bleed**  
15 $\frac{4}{5}$ " x 10"

<p><b>Full Page</b> 7<math>\frac{1}{2}</math>" x 10"</p>	<p><b><math>\frac{1}{2}</math> Page (V)</b> 4<math>\frac{7}{8}</math>" x 7<math>\frac{3}{8}</math>"</p>
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<p><b><math>\frac{1}{4}</math> Page</b> 4<math>\frac{7}{8}</math>" x 3<math>\frac{5}{8}</math>"</p>	<p><b><math>\frac{1}{2}</math> Page (H)</b> 7<math>\frac{1}{2}</math>" x 4<math>\frac{7}{8}</math>"</p>
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<p><b><math>\frac{2}{3}</math> Page</b> 4<math>\frac{7}{8}</math>" x 10"</p>	<p><b><math>\frac{1}{3}</math> Square</b> 4<math>\frac{7}{8}</math>" x 4<math>\frac{7}{8}</math>"</p>
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<p><b><math>\frac{1}{3}</math> Page (H)</b> 7<math>\frac{1}{2}</math>" x 3<math>\frac{1}{8}</math>"</p>	<p><b><math>\frac{1}{6}</math> Page (V)</b> <math>2\frac{3}{8}</math>" x 4<math>\frac{7}{8}</math>"</p>
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**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 2019

<b>Black &amp; White</b>	<b>1X</b>	<b>9X</b>	<b>12X</b>
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

<b>Four Color</b>	<b>1X</b>	<b>9X</b>	<b>12X</b>
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.



# 2019 Production Schedule

	Delivery Date	Insertion Order	Materials
January	1/4/19	11/21/18	12/5/18
February	2/4/19	12/20/18	1/7/19
March	3/5/19	1/21/19	2/6/19
April	4/3/19	2/20/19	3/6/19
May	5/3/19	3/20/19	4/5/19
June*	6/4/19	4/19/19	5/6/19
July	7/5/19	5/17/19	6/8/19
August	8/5/19	6/20/19	7/6/19
September**	9/5/19	7/19/19	8/5/19
October**	10/3/19	8/21/19	9/6/19
November**	11/4/19	9/20/19	10/7/19
December	12/4/19	10/18/19	11/6/19

\* **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](http://pecansouthmagazine.com). To advertise online, you must be a current advertiser in the magazine. We offer a **banner ad that measures 960 x 60 pixels on desktop and changes to respond to screen size differences**. Readers can click on these ads, which will take them right to your website. In this way, you can reach readers both in print and again digitally. 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 8" x 2.37" (or 605 x 178 pixels)**. 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](http://pecansouthmagazine.com/advertise) or via email to [pecansouth@tpga.org](mailto: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

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## Mechanical Specifications:

Printing Process: Sheet fed offset.

Binding Method: Saddle stitched (Guides at foot).

Trim Size: 8  $\frac{3}{8}$  inches by 10  $\frac{7}{8}$  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  $\frac{3}{4}$ " x 10  $\frac{7}{8}$ "

**Two-Page Spread without Bleed:** 15  $\frac{4}{5}$ " x 10"

**One Page without Bleed:** 7  $\frac{1}{2}$ " x 10"

**$\frac{2}{3}$  Page:** 4  $\frac{7}{8}$ " x 10"

**$\frac{1}{2}$  Page (V):** 4  $\frac{7}{8}$ " x 7  $\frac{3}{8}$ "

**$\frac{1}{2}$  Page (H):** 7  $\frac{1}{2}$ " x 4  $\frac{7}{8}$ "

**$\frac{1}{3}$  Square:** 4  $\frac{7}{8}$ " x 4  $\frac{7}{8}$ "

**$\frac{1}{3}$  Page (H):** 7  $\frac{1}{2}$ " x 3  $\frac{1}{8}$ "

**$\frac{1}{6}$  Page (H):** 2  $\frac{3}{8}$ " x 4  $\frac{7}{8}$ "

**$\frac{1}{6}$  Page (V):** 4  $\frac{7}{8}$ " x 2  $\frac{3}{8}$ "

*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