



# Pecan South

Media Kit 2024

[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*?

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

**Catherine Clark**  
Managing Editor  
P 979.846.3352  
E [cclark@pecansouthmagazine.com](mailto:cclark@pecansouthmagazine.com)



## 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 MacDonald 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*?

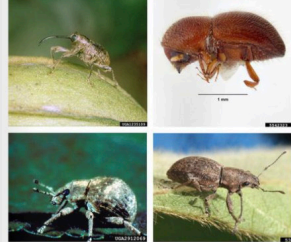
Each issue features articles from our contributors across the United States. Some of these contributors provide expertise and scientific advice on growing, pest control, harvest problems and much more. Others share lifestyle advice and experiences within their own pecan orchard.

*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.

## Use of Entomopathogenic Nematodes as a Management Tactic for Weevil Pests in Pecan

By Eddie Kyle Shaker and David Shapiro-Ran

**S**cientists have discovered that 5,000 species of trees, shrubs and succulent ground plants are native to the United States, and that 100,000 more species of trees, shrubs and succulent ground plants are native to the United States. In addition, no part of the United States is free of these plants. Leaves are not attacked by herbivores and are not eaten by insects and arachnids, including the world's largest insect, the giant water bug. The leaves are not eaten by insects and arachnids, including the world's largest insect, the giant water bug. The leaves are not eaten by insects and arachnids, including the world's largest insect, the giant water bug.



MAY 2023 13

## PECAN SOUTH PHOTO CONTEST 2022

We received so many great submissions for our Fifth Annual Photo Contest that we couldn't show you just one. Check out our other finalists here, and then head over to the website to see all entries.



*"The Trees Are Always Winding" at Marlboro Farm in Sewanee, Tenn. (Photo by Holly MacFarland)*



*"Old pods" (Photo by Shanna Nielsen, Columbia, Missouri)*

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0000-0000-0000-0000

## Discovering Pecan Roots *Through* Ground-Penetrating Radar

Oklahoma State University researchers use ground-penetrating radar to study the root growth of cane-sprayed pecan trees after an ice storm.

By Lu Zhang and Lu Zhai

[illegible]

2014年12月15日 星期一

## The Pecan Tree in September

*The Learning Web*

Over time, the best growers learn, in many ways, to think like a pecan tree. If you want to know what to provide to the trees and when to get optimal performance and production from them, you have to understand what is going on inside the pecan tree at various critical times throughout the growing season. Budbreak, flower set, pollination, nut set, nut sizing, kernel filling, nut maturity, and shuck split are all important stages of the annual cycle of pecan production. These stages can be used as visible signals to remind us that there are critical things going on within the tree of which we need to be aware so that we can manage

In September, we like to think that the crop is about made, but looks can be deceiving. There are still a number of important processes going on in the tree that can affect the crop this year and the next. Through August, the nuts transitioned from the water stage to the gel stage and, finally, late in the month and early in September, to the dough stage. By mid-September, this process we call kernel filling is nearing completion on most cultivars. For the last month, adequate water and soil moisture

[illegible]

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WE HAVE THE PEDIGREE TO PROVE IT.**

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 LOCATION: Houston, TX      CONTACT: 713-661-7434      WEBSITE: [www.meequip.com](http://www.meequip.com)

SEPTEMBER 2023 |

## Regenerative Management in Pecans

*By Charles Rohlf*



**H**ow can Regenerative Agriculture work for us? I've presented the top 10 principles of this, a common question I have received. I would say that the answer of the question is: I have visited about regenerative management, most not willing to do it is a very problem that traditional management has created. I have worked with. With higher costs than organic and lower prices per bushel, all must meet thinking about the profit and not just production. Regenerative agriculture focuses on improving soil health and promoting biodiversity throughout and in the soil. Improving soil and plant health by fostering biodiversity and building organic matter will increase tree yields, reduce insect and disease pressure and lower input requirements resulting in higher profits. Regenerative agriculture uses biological and soil science principles based on soil science principles. Regenerative agriculture promotes:

- Building soil organic matter diversity
- Weather and more production with less drought and flood damage
- Decreased use of chemical fertilizers and pesticides

[illegible]

JUNE 2023 | 11



# Specs for 2024

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

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

**Full Page**  
7 $\frac{1}{2}$ " x 10"

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

**$\frac{1}{4}$  Page**  
4 $\frac{7}{8}$ " x 3 $\frac{5}{8}$ "

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

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

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

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

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

**$\frac{1}{6}$  Page (V)**

**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 0.25" from trim edge top and bottom and 0.5" from side trim. For bleeds, add 0.125" to all sides. If you have questions about sizing the bleed, contact Blair Krebs.





# Advertising Rates

Below is our advertising rates for all of our print ad options in *Pecan South*. Our staff offers in-house ad design and works with all advertisers to find the best fit for their business. Reach out to our office to have us create an advertising package that will work for you.

<b>Color</b>	<b>1x</b>	<b>9x</b>	<b>12x</b>
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
1/4 Page	\$1300	\$1285	\$1270
1/6 Page	\$1240	\$1230	\$1215

<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
1/4 Page	\$215	\$200	\$185
1/6 Page	\$140	\$125	\$115

**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.





# 2024 Production Schedule

	Delivery Date	Insertion Order	Materials
January	1/4/24	11/17/23	12/5/23
February	2/6/24	12/15/23	1/9/24
March	3/6/24	1/17/24	2/8/24
April	4/4/24	2/16/24	3/6/24
May	5/6/ 24	3/18/24	4/5/24
June*	6/5/24	4/19/24	5/8/24
July	7/3/24	5/17/24	6/7/24
August	8/5/24	6/17/24	7/8/24
September**	9/4/24	7/19/24	8/8/24
October**	10/4/24	8/16/24	9/6/24
November**	11/4/24	9/20/24	10/7/24
December	12/4/24	10/18/24	11/7/24

\* **Buyer's Edition:** Offers extra exposure at summer industry events and higher distribution. Features businesses of all kinds.

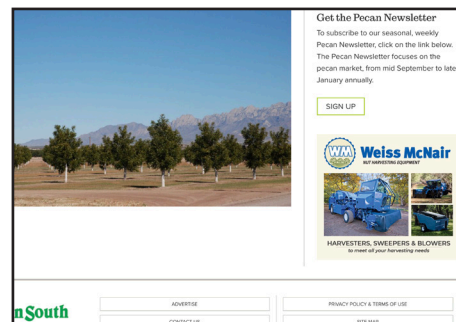
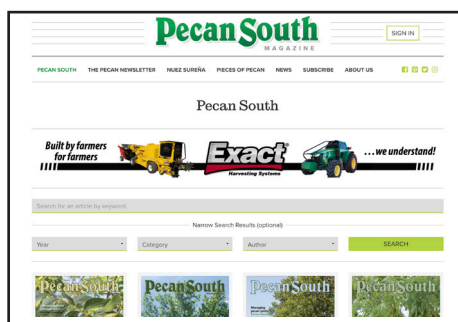
\*\* **Marketing Guide:** Features list of buyers serving the pecan industry.



# Digital Options

In addition to traditional print advertising in the magazine, *Pecan South* offers digital options. You can opt to expand your company's reach by placing your advertisement on our website or utilize digital add-ons.

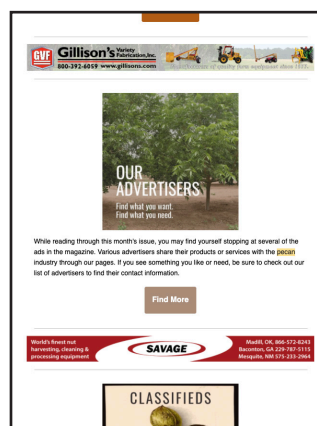
**Website:** We offer online advertising through our website—[pecansouthmagazine.com](http://pecansouthmagazine.com). If you want to reach website visitors who are looking into pecans or simply wanting to expand your current reach, this digital option meets those needs. We offer a **banner ad that measures 970 x 90 pixels and sidebar ads at 340 x 300 pixels on desktop**. Ads include a link of your choosing and can be designed in-house. A website ad costs **\$500**.



## Newsletter with social media tie-in:

We also offer a package of digital tie-ins that includes placement in our bimonthly e-newsletter and promotions on our social media.

*Pecan South* subscribers receive an email newsletter twice a month that provides extra content from the magazine and the industry. The newsletter averages an open rate of 38 percent. 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 **several spots per month in the newsletter that are 970 x 90 pixels or 340 x 300 pixels. With this placement, you can also request for us to post about your business across our social media platforms. Total cost: \$100.** The placement is on a first come, first served basis.





## Other Advertising Offers

*Pecan South* offers four other advertising opportunities in the magazine throughout the year. Unlike 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 gives 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 inches;** costs are the following:

\$600 for color  
\$400 for black and white

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 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 through November—every year. If you buy pecans, this guide is perfect for you! Many pecan growers use this guide as a reference source for finding 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 **3.5 by 3.75 inches**. If you would like a larger size in the Marketing Guide, you can purchase multiple squares with the price determined by the total number requested. For example, if you reserve two squares, the price will double. Single squares are priced as follows for all three months:

\$600 per square for color  
\$300 per square for black and white

To take full advantage of the 2024 Marketing Guide, complete the required form in this kit and return it with the information you would like to include in your listing as soon as possible—no later than Aug. 5, 2024.

**Classifieds:** Appearing at the back of every issue, the Classifieds 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](https://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

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

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



# Pecan South

## 2024 Marketing Guide

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

The *Pecan South* Marketing Guide runs from September through November. Spots in the guide are reserved as 3.5-by-3.75-inch squares. For a larger ad, please indicate how many squares you would like to reserve. The price will then be determined by the total number requested. For questions, please contact Blair Krebs at [blair@tpga.org](mailto:blair@tpga.org) or 979-846-3352.

**Company** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

☐ B&W \$300    ☐ Four Color \$600    ☐ Multiple Squares # \_\_\_\_\_

☐ 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.

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

Please return this form to *Pecan South*  
by email via [blair@tpga.org](mailto:blair@tpga.org) or mail  
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 returns this June and is ready to feature your product or service. In one issue, you get a great deal and increased distribution. If you would like a full list of advertising opportunities or a media kit, please contact Blair Krebs at [blair@tpga.org](mailto:blair@tpga.org) or 979-846-3352.

**Company** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Insertion order and materials due to Pecan South by  
May 3, 2024.**

☐ Full Page B&W

☐ Half Page B&W

☐ Use Existing Ad

☐ New Materials

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_



# Nuez Sureña

by Pecan  
South

## Insertion Order

*Pecan South* has expanded its reader outreach in recent years with email newsletters, social media posts, digital articles, diverse content and new design. But we're not stopping there. We continue our era of expansion, innovation, and opportunity, side by side with the pecan industry and your businesses. We've developed a special Spanish-language edition, called *Nuez Sureña*.

We took a step to respond to our Spanish-speaking readers' requests and offer something more than just a translated version of *Pecan South*. Instead, we partner with local groups and scientists; gather content from the U.S., Mexico, and Latin America, and publish it all once a year in *Nuez Sureña*, a digital edition.

Your company can join us on this journey and reach potential customers in a new way. This free, annual digital publication is shared through our email and social media channels, and is accessible for free year-round on our website. *Nuez Sureña* is published annually in October.

Blair Krebs will continue to handle all of your advertising needs: in-house publishing, ad creation, and knowledge and service. Attached is the media kit for *Nuez Sureña* as a reference.

---

Please include my company in ***Nuez Sureña*** by *Pecan South* magazine.

Prices	Color	B & W	
Full Page	\$750	\$450	
Half Page	\$400	\$200	
1/3 Page	\$300	\$150	
1/4 Page	\$200	\$100	
1/6 Page	\$100	\$50	

**Company** \_\_\_\_\_  
\_\_\_\_\_

**Contact Person** \_\_\_\_\_  
\_\_\_\_\_

**Address** \_\_\_\_\_  
\_\_\_\_\_

**City, State, Zip** \_\_\_\_\_  
\_\_\_\_\_

**Ad description:** \_\_\_\_\_  
\_\_\_\_\_

**Telephone** \_\_\_\_\_  
\_\_\_\_\_

Size \_\_\_\_\_ ☐ Vertical ☐ Horizontal

**Email** \_\_\_\_\_  
\_\_\_\_\_

Color ☐ B&W ☐ Four Color      Bleed ☐ YES ☐ NO ☐ Please invoice me.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# Nuez Sureña

de Pecan  
South

## Impreso de solicitud

Con los años, *Pecan South* ha expandido el alcance a los lectores por boletines digitales, redes sociales, artículos, contenido diverso, y nuevo diseño. Pero no nos detenemos ahí. Seguimos nuestra era de expansión, innovación, y oportunidad al lado de industria de nuez y sus empresas. Por eso, desarrollamos esta edición especial en español, llamada *Nuez Sureña*.

Aunque la mayoría de nuestros lectores en México y otras partes de Latinoamérica lee inglés, ellos nos pidieron que tradujeran la revista a español. Por esta edición especial, trabajamos responder y ofrecer algo más que una versión traducida de *Pecan South*. Estamos colaborando con grupos locales en Latinoamérica; juntándonos artículos de Estados Unidos, México, y Sudamérica, y publicándolo cada año en *Nuez Sureña*—una edición digital y libre.

Mientras avanzamos con esta edición, su empresa puede juntarnos por este viaje y llegar a cliente potencial en una nueva manera. Esta anual edición digital y libre es compartida por email y redes sociales, y es accesible en nuestro sitio web. *Nuez Sureña* se publica cada octubre.

Blair Krebs administra todas sus necesidades de publicidad, incluyendo creación de anuncio, editorial en casa, conocimiento y servicio. Adjunto es nuestro media kit de *Nuez Sureña* para su referencia.

Por favor incluye mi empresa en ***Nuez Sureña*** de *Pecan South*.

Precios (USD)	Color	B y N	
A página completa	\$750	\$450	
Media página	\$400	\$200	
1/3 página	\$300	\$150	
1/4 página	\$200	\$100	
1/6 página	\$100	\$50	

**Empresa** \_\_\_\_\_

**Persona de contacto** \_\_\_\_\_

**Dirección** \_\_\_\_\_

**Teléfono** \_\_\_\_\_

**Email** \_\_\_\_\_

**Descripción de anuncio:** \_\_\_\_\_

Tamaño \_\_\_\_\_

☐ Vertical ☐ Horizontal ☐ Área de sangrado ☐ SÍ

Color ☐ Blanco y negro ☐ En color ☐ NO

☐ Por favor mandeme la factura.

**Firma** \_\_\_\_\_ **Fecha** \_\_\_\_\_