

RELIABLE ■ FACTUAL ■ ACCOUNTABLE

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# POTATO GROWER

## ALL THE DIRT

In The National Potato Industry

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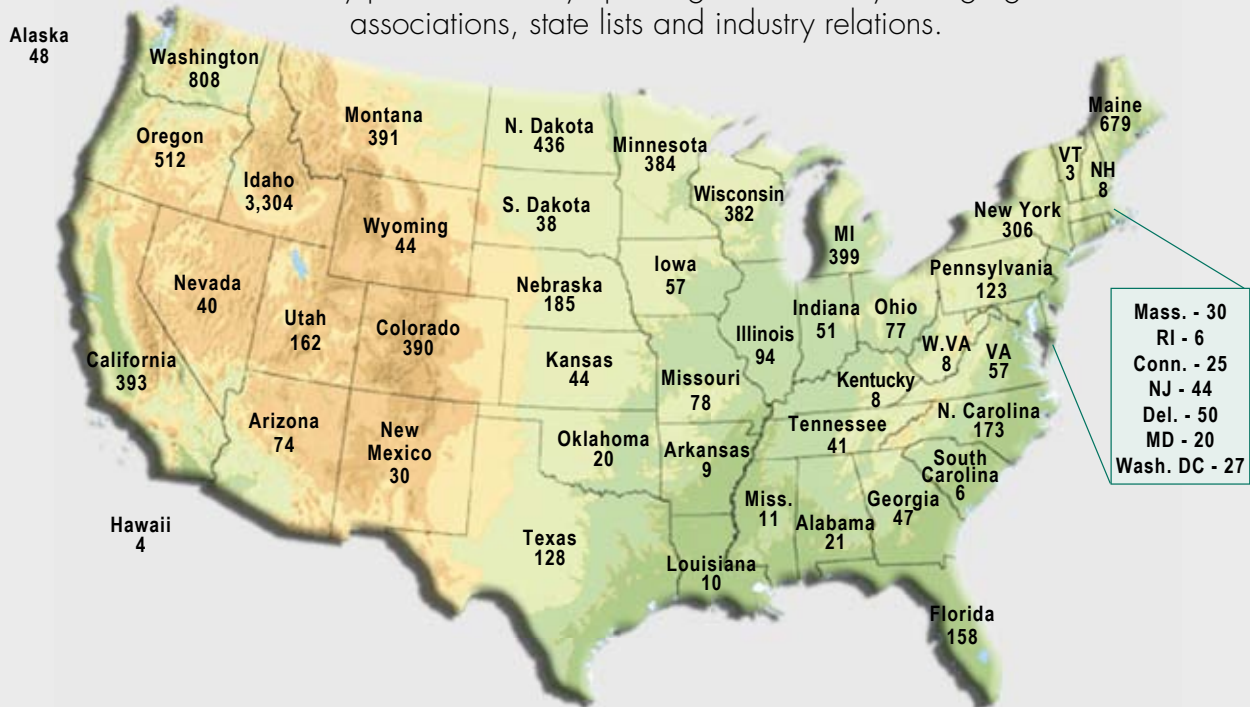
POTATO GROWER MAGAZINE  
360 B STREET  
IDAHO FALLS, ID 83402

DESIGNED  
BUILT  
PUBLISHED  
IN IDAHO, USA



# The Most Current Circulation In The Market

Our circulation department works hard to keep a current list of potato growers, farm managers and industry professionals by updating our lists daily through grower associations, state lists and industry relations.



**Potato Grower Magazine is your Strongest Advertising Buy to reach potato growers and industry nationwide**

UNITED STATES ..... 10,443  
 FOREIGN & CANADA ..... 244  
 PROMOTION/TRADE SHOWS ..... 1,013  
 PRESS RUN ..... 11,700

## Editorial Excellence

Potato Grower magazine is recognized by industry professionals and growers nationwide as the **No. 1** potato-specific publication in the marketplace! **It is second to none** in timely and factual editorial to help growers produce a consistently high-quality potato.



**Tyler J. Baum**  
**Editor**

Tyler brings with him over a decade of experience working on his dad's seed potato farm in eastern Idaho, as well as writing, editing and photography experience. He holds a bachelor's degree in English from Brigham Young University in Provo, Utah.



**Phil Nolte**  
**Technical Editor**

Known for his seed production research, Phillip Nolte is an extension professor, seed potato pathology with the University of Idaho. He is a Ph.D. graduate of North Dakota State University and works at the Idaho Falls Research and Extension Center in Idaho Falls, Idaho.



**Steve Smede**  
**Photographer**

Now going on 15 years in journalism, Steve cut his teeth in ag-based media as an assistant editor for *Intermountain Farm & Ranch* in eastern Idaho. In both words and pictures, he has been covering the niche agriculture and horticulture markets ever since. His award-winning imagery and stories frequently grace the pages of *Potato Grower*, as well as other titles by Harris Publishing.



**Nancy I. Sanchez**  
**Assistant Editor**

Growing up on a farm in southeast Idaho, Nancy had ample opportunity to participate in farming activities. She studied English and History at Idaho State University. Harris Publishing hired Nancy in 2003 to research, interview and write for the *Potato Grower*, *Sugar Producer*, *Mountain West Turf* and *Idaho Falls* magazines. She is currently the editor for *Sugar Producer* and *Mountain West Turf*.



**Gary Rawlings**  
**Consultant**

An editor of *Potato Grower* magazine for over 15 years, Gary Rawlings has a background in journalism and agriculture, having grown up on a farm in Idaho. He received a Lifetime Appreciation Award from the Potato Association of America in 2007. Rawlings is a freelance writer based in Idaho Falls, Idaho.



**Frank Muir**  
**IPC President**

Frank Muir is the president and CEO of the Idaho Potato Commission. Headquartered in Eagle, Idaho, the Commission is a state organization for the promotion of Idaho Potatoes, a focus the group has had a hand in for over 70 years. His column appears in every issue of *Potato Grower*, sharing with readers his insights into the industry as well as the actions IPC is taking to promote the potato.

**Potato Grower is the news source for decision makers.**

# Editorial Planner Trusted \* Timely \* Targeted

## January—Chemical & Seed • Potato Schools

Potato School agenda; EPA review updates; new chemicals; planting efficiency; new seed certification and export criteria; latest on precision potato production; Tractor Buyer's Guide

## February—Irrigation

Potato Lover's Month; precision irrigation, upgrades; water issue updates; chemi-gation efficiency; foliar application research; seed certification rules; Irrigation Product Buyer's Guide

## March—All Growing Phases

New planting techniques; planter upgrades; importance of applying seed treatments; pre-plant and at-plant crop-protection research; preparing for diseases; internet; micronutrients; Field Equipment Buyer's Guide

## April—Crop Protection

Protecting against early and late blight; herbicide news; pest surveys; irrigation overview; aerial and ground sprayings; virus control; Fungicide Buyer's Guide

## May—Crop Protection

Rotational crops and their importance; effectively using fungicides; spreaders, stickers, adjuvants, surfactants; Herbicide Buyer's Guide

## June—Harvest Preparation

Bruise control and handling; vine kill issues; mid-season pests; scout, rogue your crop; Equipment Buyer's Guide

## July—Harvest Preparation

Preparing for harvest; equipment and storage prep, storage sanitation; fall herbicides and fumigants; Smart Irrigation Month

## August—Fall Chemicals • IGSA

Storage air and humidity controls; latest marketing trends; modernization of processing, packing equipment; Snake River Weed Resource Tour

## September—Seed • Storage • Finance

Commercial financial programs; Bagging/Packing Buyer's Guide

## October—National Industry Directory and National Potato Seed Directory

## November—Irrigation • Potato Expo

Irrigation; foliar application research; trade and export updates; precision ag planning; National Potato Expo preview

## December—Storage

Storage management and disease control; seed handling research; precision planning

**Idaho Annual**—Reports from directors; plans for meeting; growers of the year

*Potato Grower* magazine continues to be the only potato industry magazine publishing 13 times each year and is there when and where you need it.

### Columns:

- Editor's Comments
- United States Potato Board
- University of Idaho
- Idaho Potato Commission
- United Potato Growers of America

### Bonuses:

- Grower Features • Seed Seminars
- Special Topic Focus
- Potato School Coverage
- Association Meetings
- Crop Forecasts/Reports
- U.S./Canadian Production Reports
- Timely Features • Research Reports
- Marketing Trends • Plus Much More

### Monthly Departments:

- Calendar of Events
- Updates (Industry News)
- New Products and Services

## Marketing Options

### www.potatogrower.com



Complement your print advertising with cost-effective options on potatogrower.com. Hotlinks, banner ads, tower ads and page sponsorships are all available. The new video page allows you to showcase your products in the field, or you can even run a TV-type commercial.

**3x      6x      9x      12x**

Full Banner (468 x 60 Pixels)    \$235    \$225    \$215    \$200

Tower Ad (160 x 600 Pixels)    \$310    \$300    \$275    \$250

### Break Away From the Ordinary

Using creative options in print will make your ad message more prominent.

Belly bands, cover wraps, inserts and polybags will set you apart.

### Direct Mail/Brochures

Put your marketing materials into potato growers' homes by renting our circulation list. Everything can be handled for you by your account representative, using our large-format, full-service, on-site print shop.

You can also get help with your brochures, reprints and any other printed matter you need.

Hot Links \$600 per year • Video Links \$220 per year

# POTATO GROWER

# 2010

## Rate Card Number 38

Effective January 2010

### 2010 ADVERTISING RATES

Black/White	1x	3x	6x	9x	12x
Full Page	3070	2991	2842	2701	2566
Two-Thirds Vertical Island	2503	2445	2336	2233	2133
Two-Thirds Page	2242	2185	2075	1971	1873
Half Vertical Island	1965	1916	1820	1728	1642
Half Page Horizontal	1750	1706	1620	1539	1464
Third Vertical	1440	1367	1307	1250	1196
Third Horizontal	1293	1282	1223	1165	1111
Third Page	1229	1197	1137	1080	1027
Sixth Page	677	659	625	595	564
Twelfth Page	373	363	344	328	311
2nd or 3rd Cover	3224	3142	2985	2836	2694
Spread	6142	5983	5683	5400	5131

Two Color	1x	3x	6x	9x	12x
Full Page	3531	3441	3269	3105	2950
Two-Thirds Vertical Island	2941	2841	2743	2645	2546
Two-Thirds Page	2689	2622	2490	2366	2251
Half Vertical Island	2457	2415	2273	2160	2127
Half Page Horizontal	2415	2354	2237	2125	2019
Third Vertical	1771	1708	1646	1584	1523
Third Horizontal	1683	1633	1563	1495	1429
Third Page	1597	1557	1478	1404	1335
Sixth Page	997	973	931	894	855
2nd or 3rd Cover	3708	3613	3433	3261	3097
Spread	7062	6881	6536	6210	5899

Four Color	1x	3x	6x	9x	12x
Full Page	4697	4576	4348	4130	3925
Two-Thirds Vertical Island	3717	3631	3463	3311	3164
Two-Thirds Page	3363	3276	3112	2957	2810
Half Vertical Island	2948	2873	2728	2593	2463
Half Page Horizontal	2627	2559	2430	2308	2194
Third Vertical	2028	1980	1891	1807	1724
Third Horizontal	1934	1888	1797	1713	1632
Third Page	1843	1795	1706	1620	1539
Sixth Page	1586	1554	1505	1468	1421
2nd or 3rd Cover	4934	4806	4566	4338	4121
Back Cover	5169	5035	4783	4544	4318
Spread	9394	9153	8695	8261	7850

ISSUE	CLOSING	MAIL
January	November 10	December 29
February	December 11	January 22
March	January 19	February 24
April	February 19	March 26
May	March 23	April 26
June	April 23	May 25
July	May 25	June 28
August	June 22	July 29
September	July 23	August 25
October	August 20	September 28
November	September 24	October 26
December	October 22	November 23
Idaho Annual	October 8	November 8

Materials due one week after closing date

### EDITORIAL CALENDAR

- Jan. — Chemical and Seed • Potato Schools
- Feb. — Irrigation • Potato Lover's Month
- Mar. — All Growing Phases
- Apr. — Crop Protection
- May — Crop Protection
- June — Harvest Preparation
- July — Harvest Preparation
- Aug. — Fall Chemicals • IGSA
- Sep. — Seed • Storage • Finance
- Oct. — National Industry & Potato Seed Directory
- Nov. — Irrigation • Potato Expo
- Dec. — Storage
- Idaho Annual — Meeting Program

### AD DIMENSIONS

Two-Page Spread	15.125 x 10
Full Page	7.0625 x 10
2/3 Page Vertical	4.667 x 10
1/2 Page Horizontal	7.083 x 4.833
1/2 Page Vertical	4.667 x 7.333
1/3 Page Rectangular	4.667 x 4.833
1/3 Page Horizontal	7.083 x 3.167
1/3 Page Vertical	2.25 x 10
1/6 Page Horizontal	4.667 x 2.333
1/6 Page Vertical	2.25 x 4.833
1/12 Page	2.25 x 2.333

For complete ad specs, visit:  
[www.potatogrower.com/media](http://www.potatogrower.com/media)

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