

# ADVERTISING IN THE FRUIT QUARTERLY

The Fruit Quarterly is published by the NYS Horticultural Society and has established a reputation for excellent, in depth reports of interest to fruit growers. The Fruit Quarterly features content written by Cornell University scientists, Extension Educators, Michigan scientists and others. It is mailed to ALL NY and Michigan growers, four times a year. The subscriber list is growing. The publication features a glossy color cover with high quality text pages printed in color.

**\*\*Please note that we will continue to offer the “purchase three ads, get one free” advertising rate. This ONLY applies if you choose to advertise AT LEAST three times a year, we will give you the fourth ad for free! The three ads will need to be committed to at the beginning of each year.**

## BASIC ADVERTISING RATES - BLACK AND WHITE 2024 -

	<u>1.Issue</u>	<u>2.Issues</u>	<u>3.Issues</u>	<u>4.Issues</u>
Full Page	\$425	\$410. X 2	\$1275/yr.	FREE
1/2 Page	\$244.	\$239. X 2	\$732/yr.	FREE
1/4 Page	\$138.	\$136. X 2	\$414/yr.	FREE
1/8 Page	\$85	\$83. X 2	\$255/yr.	FREE

## ADVERTISING RATES - COLOR 2024 -

	<u>1.Issue</u>	<u>2.Issues</u>	<u>3.Issues</u>	<u>4.Issues</u>
Full Page	\$530.	\$512. X 2	\$1590/yr.	FREE
1/2 Page	\$306.	\$300. X 2	\$918/yr.	FREE
1/4 Page	\$176.	\$172. X 2	\$528/yr.	FREE
1/8 Page	\$106.	\$102. X 2	\$318/yr.	FREE

## ADVERTISING RATES (COLOR) - INSIDE FRONT AND BACK COVERS (PRIME SPOTS) -2024

	<u>1.Issue</u>	<u>2.Issues</u>	<u>3.Issues</u>	<u>4.Issues</u>
Full Page	\$843.	\$818. X 2	\$2529/yr.	FREE
1/2 Page	\$494.	\$477. X 2	\$1482/yr.	FREE
1/4 Page	\$284.	\$272. X 2	\$852/yr.	FREE
1/8 Page	\$191.	\$179. X 2	\$573/yr.	FREE

## PRODUCTION SCHEDULE 2024

<u>Ad/Article Deadline</u>	<u>Planned Printing Date*</u>
January 29	March 1
April 29	June 3
July 31	September 4
October 28	December 2

\***Planned Printing Date** – Distribution will occur approximately **two weeks** after Printing Date.

## AD SPECIFICATIONS – (Finished Ad Size (Border to Border)) -

	<u>Horizontal (W x H)</u>	<u>Vertical (W x H)</u>
Full Page	Not Available	7 1/2 " x 10"
1/2 Page	7 1/2 " x 4 7/8"	Not available
1/4 Page	Not Available	3 5/8 " x 4 7/8"
1/8 Page	3 5/8 " x 2 3/8"	Not Available

**1. TO PLACE AD:** Contact Karen Wilson @ 315-521-0852, E-mail [wilsonk36@hotmail.com](mailto:wilsonk36@hotmail.com)

**2. DETAILS:** -The ad should be a high resolution (300dpi) raster image (TIF,jpeg,pdf) or vector (EPS) image. We recommend a paper copy of ad also be sent with insertion order. Please request guidelines for electronic transfer.

- Full color pages available for additional cost (see above).

- **Ad placement location (optional). Please provide request with ad copy.**

**3. SEND INSERTION ORDER AND AD COPY TO: (include any special instructions)**

Karen Wilson  
NYSHS

635 West North St.  
Geneva, NY 14456-0462

Phone: 315-521-0852

E-Mail: [wilsonk36@hotmail.com](mailto:wilsonk36@hotmail.com) (for sending ad copy)

**4. BILLING:** The NYS Horticultural Society will send an invoice and current copy of the NY Fruit Quarterly following mailing of each issue.