

## Who We Are

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The Northarvest Bean Growers Association represents North America's largest supplier of quality dry beans. We work together to better the industry through promotion, research, market development, education of consumers and monitoring of governmental policy.

The Northarvest Bean Growers Association in conjunction with the Minnesota Dry Bean Research and Promotion Council, the North Dakota Dry Bean Council, and the U.S. Dry Bean Council, work cooperatively to provide the growers in our region with current bean industry news and market information.



### NORTHARVEST BEAN GROWERS ASSOCIATION Main Office

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50072 E. Lake Seven Road  
Frazee, MN 56544  
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# Northarvest Bean Grower Magazine Rate Card

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NORTHARVEST BEAN  
GROWERS ASSOCIATION

**2018—2019**

## Our Magazine

The Northharvest Bean Grower magazine has a circulation of over 2,750 growers in Minnesota and North Dakota. If you need to target your message to decision makers in bean production, Northharvest Bean Grower is the magazine to use.

Our list is continually updated and we use many other sources to be sure we are getting our information to the growers.

Northharvest is actively working with the researchers at North Dakota Agricultural Experiment Station to focus on dry beans and other pulse crops. In addition, Northharvest works hard on exports and food aid, domestic promotion, and other important issues.

If you are interested in advertising in our Northharvest Bean Grower magazine, please call Marlene at 1.218.253.2074.

## Advertising Rates for 2018—2019

| <u>Ad sizes</u>  | <u>Cost</u>  |                     |                     |                     |                     |
|--|--------------|---------------------|---------------------|---------------------|---------------------|
|  | <b>Black</b> | <b>plus 1 color</b> | <b>plus 2 color</b> | <b>plus 3 color</b> | <b>plus 4 color</b> |
| <b>One-sixth of page</b><br>2 3/8" wide by 4 3/4" high                           | \$100        | \$150               | \$200               | \$250               | \$350               |
| <b>One-quarter page</b><br>3 5/8" wide by 4 3/4" high                            | \$200        | \$250               | \$300               | \$350               | \$450               |
| <b>One-third page</b><br>4 3/4" wide by 4 3/4" high                              | \$250        | \$300               | \$350               | \$400               | \$500               |
| <b>One-half page</b><br>7 3/8" wide by 4 3/4" high<br>3 5/8" wide by 9 3/4" high | \$300        | \$350               | \$400               | \$450               | \$550               |
| <b>Two-thirds page</b><br>4 3/4" wide by 9 3/4" high                             | \$370        | \$420               | \$470               | \$520               | \$620               |
| <b>Three-quarter page</b><br>7 3/8" wide by 7" high                              | \$450        | \$520               | \$620               | \$720               | \$820               |
| <b>Full page</b><br>7 3/8" wide by 9 3/4" high                                   | \$570        | \$620               | \$720               | \$820               | \$920               |

### 2018—2019

| <b>Ad Materials Due</b> | <b>Release Date</b> |
|-------------------------|---------------------|
| May 29, 2018            | July 2, 2018        |
| July 30, 2018           | September 4, 2018   |
| November 26, 2018       | December 31, 2018   |
| January 28, 2019        | March 4, 2019       |
| March 1, 2019           | April 8, 2019       |

### Details:

There are five editions of the Northharvest Bean Growers magazine. Inserts - Price varies. Material requirements: Trim size 8 3/8" x 10 7/8"; 150 line screen; right read, emulsion side. Down film, digital files in eps or pdf formats; emailed photos and logos in jpeg format scanned at highest resolution.

To advertise in the Northharvest Bean Grower magazine, contact:  
Marlene Dufault  
Sales Manager, Northharvest Bean Growers  
Ph: 218.253.2074  
Email: mdufault@gvtel.com