

Who We Are

The Northharvest 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 Northharvest 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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Northharvest Bean Grower Magazine Rate Card

NORTHARVEST BEAN
GROWERS ASSOCIATION

2021—2022

Our Magazine

The Northarvest 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, Northarvest 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.

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

If you are interested in advertising in our Northarvest Bean Grower magazine, please call Marlene at 1.218.686.3221.

Advertising Rates for 2021—2022

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

2021—2022

Issues	Ad Materials Due	Release Date
Special Edition 2021	February 1, 2021	March 1, 2021
Spring 2021	March 1, 2021	April 1, 2021
Summer 2021	May 31, 2021	July 2, 2021
Fall 2021	August 2, 2021	September 2, 2021
Winter 2022	November 29, 2021	January 3, 2022

Details:

There are five editions of the Northarvest Bean Growers magazine. 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 Northarvest Bean Grower magazine, contact:
 Marlene Dufault
 Sales Manager, Northarvest Bean Growers
 Ph: 218.686.3221
 Email: mdufault@gvtel.com