

Who We Are

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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Northarvest Bean Grower Magazine Rate Card

NORTHARVEST BEAN
GROWERS ASSOCIATION

2019—2020

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 2019—2020

<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

2019—2020		
Issues	Ad Materials Due	Release Date
Summer 2019	May 27, 2019	July 1, 2019
Fall 2019	July 29, 2019	September 2, 2019
Winter 2020	November 25, 2019	December 31, 2019
Special Edition 2020	February 10, 2020	March 13, 2020
Spring 2020	March 6, 2020	April 10, 2020

Details:

There are five editions of the Northharvest 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 Northharvest Bean Grower magazine, contact:
 Marlene Dufault
 Sales Manager, Northharvest Bean Growers
 Ph: 218.253.2074
 Email: mdufault@gvtel.com