

# PRODUCE Retailer

## 2018 Publishing Schedule

Issue	Ad Order Close	Ad Material Due	Supplied Inserts Due	Issuance Date
January	11/22	11/28	12/13	12/21
February	12/27	1/10	1/17	1/25
March	1/26	2/8	2/15	2/23
April	2/26	3/9	3/15	3/23
TX Pride SUPP	3/9	3/20	na	4/5
May	3/28	4/9	4/18	4/26
West Coas SUPP	3/28	4/9	na	4/26
June	4/26	5/9	5/17	5/25
July	5/29	6/11	6/18	6/26
August	6/27	7/10	7/17	7/25
Midwest SUPP	6/27	7/10	7/23	7/31
September	7/27	8/9	8/16	8/24
TX Pride	8/18	8/25	none	9/14
October	8/28	9/10	9/18	9/26
Novemebr	9/26	10/10	10/17	10/25
Decemebr	10/26	11/8	11/15	11/27
PBH	11/14	11/26	12/5	12/13

**NOTE:** Any dates falling on a holiday will require that operation to take place on the preceding business day.

**All disks and color guidance should be sent to:**

Farm Journal Advertising Department  
30 South 15<sup>th</sup> Street  
Suite 900  
Philadelphia, PA 19102  
Phone: (215) 557-8900  
Fax: (215) 568-4221

**Media transfer:**

PDF/X-1a files are preferred via the Farm Journal ad portal. Electronic files will be stored for one year. CD-ROM is acceptable. Please identify name of publication and specific issue on all materials.

**FTP upload address:**

<http://adupload.farmjournalmedia.com/AdUpload>

**Printed inserts should be sent to:**

R.R. Donnelley and Sons  
Attn: David Huffman  
3201 Lebanon Road  
Danville, KY 40422  
Attn: Farm Journal Ad Management  
Phone: (859) 238-2631