



Wisconsin  
State  
Cranberry  
Growers  
Association

F O U N D E D 1 8 8 7

August 10, 2010

To: WSCGA Associate Members & Interested Parties  
From: Jane Anderson, Administrative Assistant  
Date: May 20, 2010  
RE: WSCGA Summer Meeting, Field Day & Trade Show  
Tuesday, August 10, 2010

The 2010 WSCGA Summer Meeting, Field Day & Trade Show hosted by Prehn Cranberry located near Tomah, WI is just a short time away. We have again structured the event to offer you opportunities to market your products and services to Wisconsin's cranberry growers.

The popular trade show will remain the cornerstone of the Field Day. Your exhibit there is traditionally an excellent way to reach customers and renew relationships.

In addition, we are publishing the 20<sup>th</sup> edition of the "Summer Program Book" and the annual "Buyers Guide". The colorful, commemorative Program Book is sure to be kept and read. The Buyers Guide will be a handy, year-round reference for growers. Your advertising message in the Program Book and your complimentary listings in the Buyers Guide will promote your business in an effective and on-going way.

We know you're busy . . . but the deadlines will approach fast. PLEASE take a few minutes now to read the enclosed materials. Then, make your decisions about:

➤ **Buyers Guide** (enclosed YELLOW sheet). Consider it a "Yellow Pages" directory of WSCGA Associate Members. Copies are mailed to all association grower members. Your company's first three (3) listings are absolutely FREE, but you must let us know which categories you want to be listed under.

**DEADLINE – JUNE 18<sup>th</sup>**

➤ **Program Book** (enclosed WHITE sheets). Filled with stories about our hosts, UW-Extension articles, the program agenda and Associate Member advertisements. Choose from ¼ page to full-page ad sizes. Full page advertisers will receive a FREE bonus advertisement in the Buyers Guide.

**DEADLINE – JUNE 18<sup>th</sup>**

➤ **Trade Show Exhibit** (enclosed GREEN sheet). Always a focal point of the annual summer event. Your choice of inside or outside space.

**Space Reservation - DEADLINE – JULY 23<sup>rd</sup>**  
or When Capacity Has Been Reached – Space is Limited!

If you have any questions about these promotional possibilities, please call me at 715-423-2070, Ext 2 or send an e-mail to me at: [jane.anderson@wiscran.org](mailto:jane.anderson@wiscran.org). Make your plans early and reply now . . . while you're thinking about it.

Thank you.

Enclosures

# WSCGA BUYERS GUIDE

## Summer, 2010

**DEADLINE: JUNE 18, 2010**

### BUYERS GUIDE LISTING FORM

WSCGA Associate Members - Three Listings FREE  
No listings will be automatically included.  
You must return this form by June 18, 2010 to be listed.

This useful directory of WSCGA associate members, plus their addresses, website, e-mail addresses and phone numbers, will be published for distribution at the 2010 WSCGA Summer Meeting and Field Day. In addition, copies will be mailed to all WSCGA grower members.

The Buyers Guide will be organized by type of business or service provided, much like the "Yellow Pages". WSCGA will include your business listing in up to three (3) categories **FREE OF CHARGE**. Additional listings over 3 are available for \$10 each.

**REPLY NOW!** There is no cost to your business for up to three (3) listings in the WSCGA Buyers Guide. We do need to hear from you by Mail, FAX or E-Mail no later than June 18<sup>th</sup>.

**Remember: NO LISTINGS WILL BE AUTOMATICALLY INCLUDED.**

*(Business Listing Information - Please Print Clearly)*

BUSINESS NAME: \_\_\_\_\_

Complete Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_ FAX # (optional) \_\_\_\_\_

Toll Free #: \_\_\_\_\_ E-Mail # (optional) \_\_\_\_\_  
(if applicable)

Web Site (optional) www.\_\_\_\_\_  
(A link will be added to the WSCGA website free of charge)

LISTING CATEGORIES: **(SELECT UP TO 3 FREE.)**

Check here, if you simply wish to repeat your listing categories from last year's Buyers Guide. Please enclose your check for payment of all listings in excess of three (\$10 each).

\_\_\_\_\_ Accountants  
\_\_\_\_\_ Agricultural Consultants  
\_\_\_\_\_ Agricultural Loans  
\_\_\_\_\_ Appraisers  
\_\_\_\_\_ Arts/Crafts/Gifts  
\_\_\_\_\_ Attorneys

\_\_\_\_\_ Automobiles/New & Used  
\_\_\_\_\_ Automotive Service  
\_\_\_\_\_ Body Shop/Frame Straightening  
\_\_\_\_\_ Booms/Containment  
\_\_\_\_\_ Bulkheads & Culverts  
\_\_\_\_\_ Communications

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_____	Construction/Concrete	_____	Insulation
_____	Construction/Marsh	_____	Irrigation/Engines
_____	Construction/Structure	_____	Irrigation/Parts
_____	Cranberry Ingredient Sales & Consulting	_____	Irrigation/Systems & Pumps
_____	Crop/Monitoring	_____	Lasers
_____	Crop/Protection	_____	Lighting
_____	Dams	_____	Lubrication Products (Oil & Grease)
_____	Diesel Engines	_____	Machine Repair/Maintenance
_____	Doors & Accessories	_____	Machine Shop
_____	Electrical	_____	Nutrient Management Planning
_____	Energy Consultants	_____	Office Equipment & Technologies
_____	Engineering	_____	Overhead Doors & Accessories
_____	Environmental Consulting	_____	Pesticides/Biological
_____	Equipment/Agricultural Implements	_____	Pesticides/Chemical
_____	Equipment/Construction	_____	Plant Varieties
_____	Equipment/Fabrication	_____	Plastics
_____	Equipment/Harvesters	_____	Plastic Drainage Tubing
_____	Equipment/Parts	_____	Pollination
_____	Equipment/Rental, Leasing	_____	Pressure Washers
_____	Equipment/Sorting & Packaging	_____	Promotion
_____	Estate, Financial Planning	_____	Pumps
_____	Excavation/Drainage	_____	Real Estate
_____	Fertilizers/Chemical	_____	Retirement Plans/Retirement Planning
_____	Fertilizers/Non-Chemical	_____	Soil & Plant Testing/Analysis
_____	Financial	_____	Spreaders/Long Reach Boom
_____	Fuel	_____	Steel Sales
_____	Fuel Containment	_____	Storage
_____	Furnaces	_____	Surveying
_____	Generators/Sales & Service	_____	Tractors
_____	Handlers	_____	Trailers
_____	Health Insurance/Benefits Programs	_____	Truck Parts & Drivelines
_____	Heating & Air Conditioning	_____	Truck Repair
_____	Hydraulic Components	_____	Trucks
_____	Hydraulic Hose Assemblies	_____	Trucking Service
_____	Insurance	_____	Warehousing/Freezing
_____	Insurance/Multi-Peril & Hail	_____	Welding & Fabrication
_____	Integrated Pest Management	_____	Well Drilling
_____	Investments	_____	Wetland Consulting & Services

Please remit \$10 for each listing in excess of three. Your check should be made payable to WSCGA.

*Buyers Guide Listings are available to WSCGA Associate Members Only.*

You must return this Listing Form by June 18, 2010 by Mail, FAX or E-Mail to:

Jane Anderson  
 WSCGA  
 P.O. Box 365  
 Wisconsin Rapids, WI 54495-0365  
 Telephone: 715-423-2070 (Ext 2)  
 FAX: 715-423-0275  
 E- Mail: [jane.anderson@wiscran.org](mailto:jane.anderson@wiscran.org)

**DEADLINE - - - June 18, 2010**

# WSCGA PROGRAM BOOK

## Summer Meeting & Field Day

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### PROGRAM BOOK ADVERTISING

**DEADLINE: JUNE 18, 2010**

This colorful commemorative publication of the 2010 WSCGA Summer Meeting and Field Day will be an interesting combination of editorial material about the event, its hosts, relevant features and photos, plus Associate Member advertising. The book will feature 24 or more 8-1/2" x 11" pages. Copies of the Program Book will be distributed at the Summer Meeting & Field Day and to all WSCGA members.

Ad sizes are full page, 1/2 page and 1/4 page. Your Program Book advertising will deliver an effective mid-year contact to help keep you in touch with Wisconsin's cranberry growers. Plan now to take advantage of this marketing tool for your business.

#### OPTIONS:

- Full Page Cover:** Inside front, inside back or outside back (position choice will be first come - first served). Includes advantageous placement of your ad, plus reproduction in black and one designated spot ink color.

Size: 7" w. x 9 3/4" h.

Cost: \$520 [Includes "SPECIAL BONUS" - See Note Below.]

- Full Page Interior:** Sorry, no color available.

Size: 7" w. x 9 3/4" h.

Cost: \$425 [Includes "SPECIAL BONUS" - See Note Below.]

**"SPECIAL BONUS" FOR FULL PAGE ADVERTISERS.** When you run a full-page ad (cover or interior) in the Program Book, you'll receive a one-quarter page (2-3/4 W. X 4-1/4 H.) display ad in the Buyers Guide absolutely **FREE!** [Display ads in the Buyers Guide are not available for sale. They are being provided on a complimentary basis only to full-page Program Book advertisers.]

- Half-Page Interior:** No color available.

Size: 7" w. x 4 3/4" h.

Cost: \$250

- Quarter-Page Interior:** No color available.

Size: 4 1/2" w. x 3" h.

Cost: \$150

**COPY & LAYOUT:** Provided by advertiser. Camera-ready material always assures the best ad reproduction. WSCGA can provide basic typesetting and layout services at an additional cost, if needed. Charges are estimated and then billed to the advertiser. NOTE: We have retained all ad material from last year's Program Book. Re-running an ad you used in 2009 is quick and simple.

**ADDITIONAL CHARGES:** Photo half toning and camera work for logo enlargement or reduction are extra charge items. The cost is minimal and will be billed to advertisers separately by WSCGA.

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**ACT NOW:** Select your ad size and develop your copy on the attached ad layout sheet. Then, forward this form with your artwork and your check payable to WSCGA to:

Jane Anderson  
WSCGA  
P.O. Box 365  
Wisconsin Rapids, WI 54495-0365

**Summer Meeting Program Book Advertising is available only to WSCGA Associate Members.**

QUESTIONS: Call (715) 423-2070, Ext 2  
or E-Mail: [jane.anderson@wiscran.org](mailto:jane.anderson@wiscran.org)

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## PROGRAM BOOK ADVERTISING ORDER

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

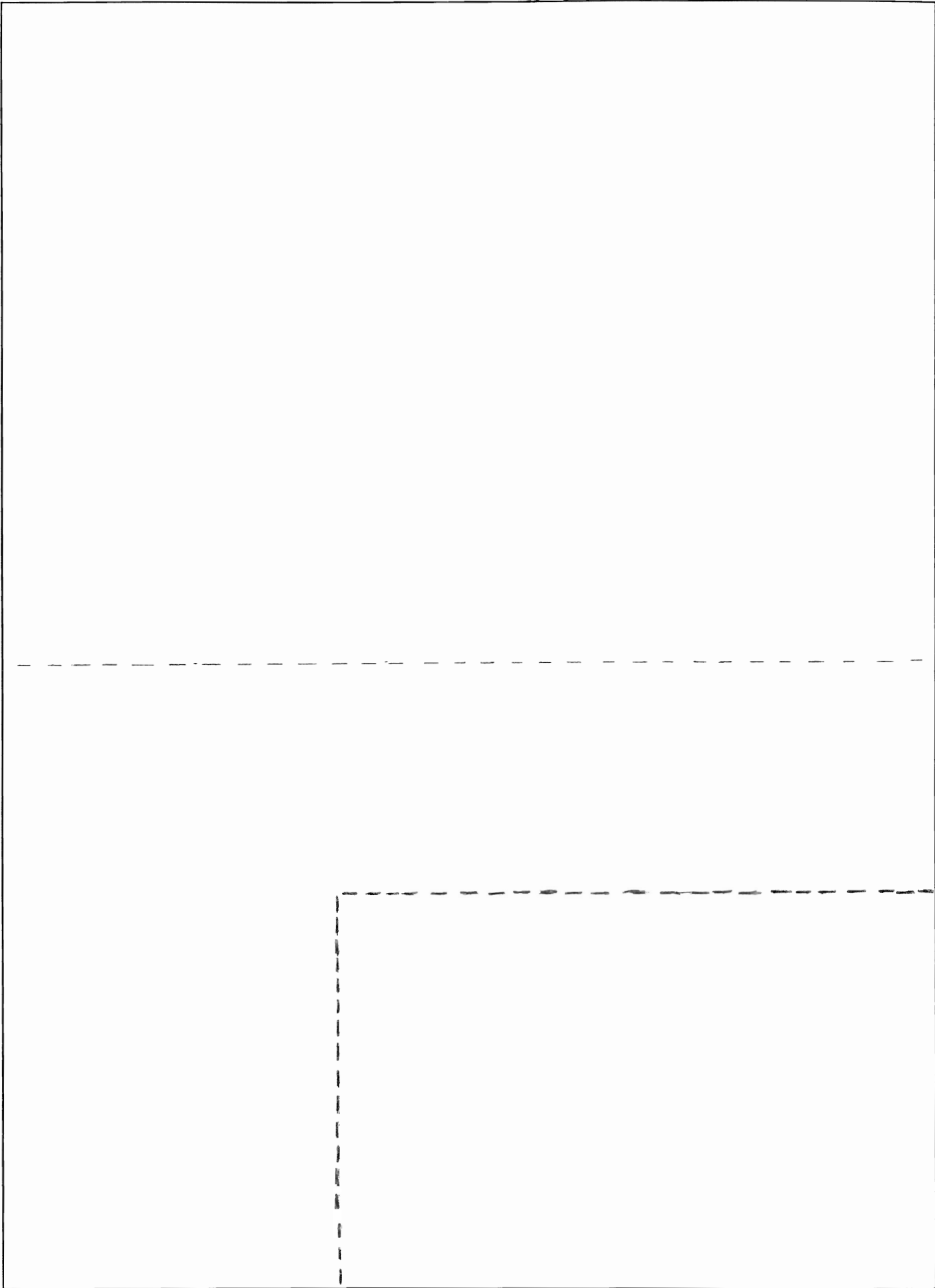
**AD SIZE:** \_\_\_\_\_ **AMOUNT ENCLOSED:** \$ \_\_\_\_\_

- Utilize my ad from last year's Program Book
  - Repeat exactly as in 2009
  - Revise as shown in attached copy.
- New ad copy enclosed
- New ad copy will be e-mailed

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**Deadline: JUNE 18, 2010**

WSCGA Summer Meeting & Field Day Program Book  
AD LAYOUT SHEET



ONE-HALF  
PAGE

7" w. x  
4-3/4" h.

ONE QUARTER  
PAGE

4-1/2" w. x  
3" h.

FULL PAGE - 7" w. x 9 3/4" h.

