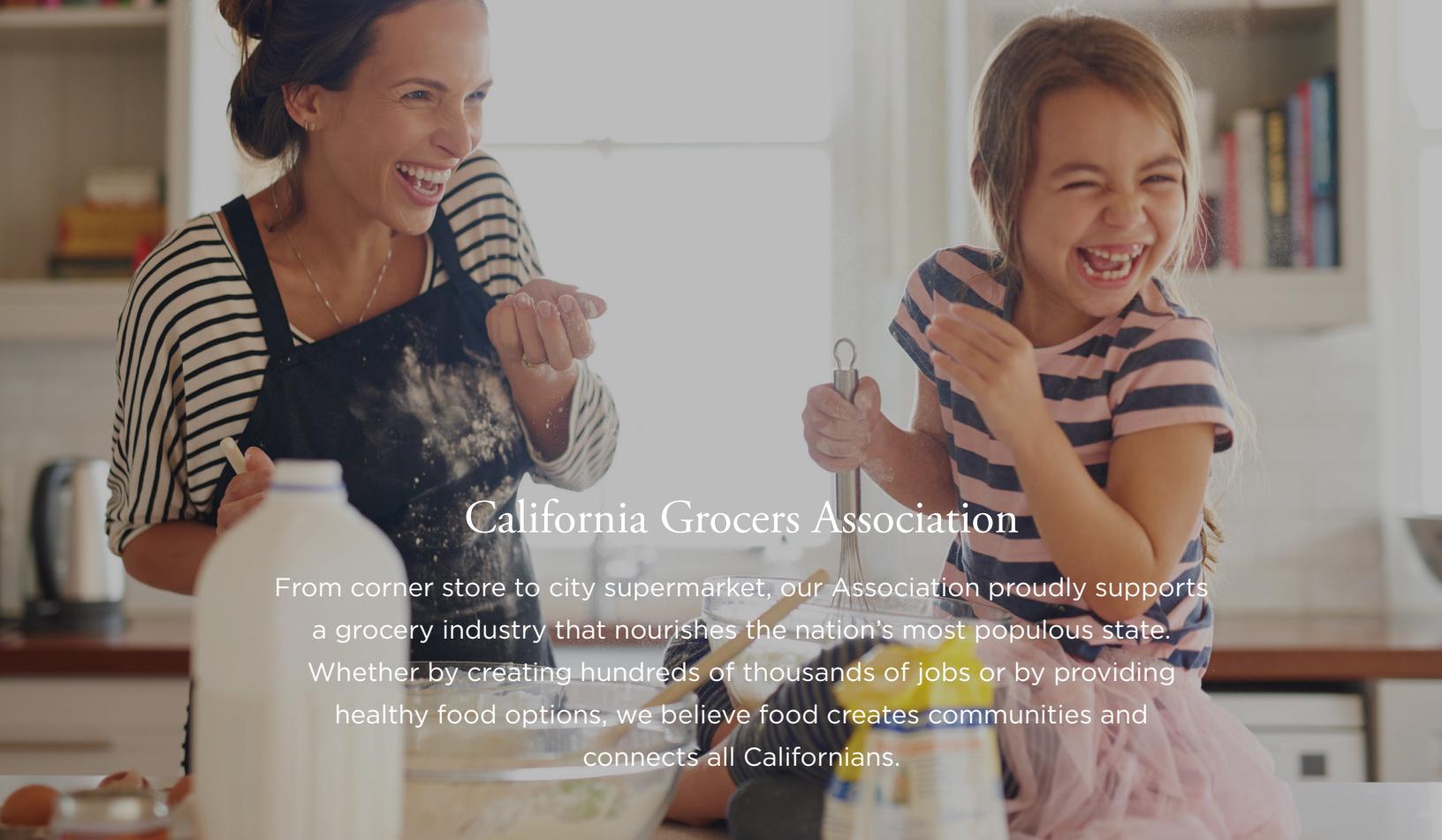


California Grocer

CALIFORNIA GROCERS ASSOCIATION



California Grocers Association

From corner store to city supermarket, our Association proudly supports a grocery industry that nourishes the nation's most populous state. Whether by creating hundreds of thousands of jobs or by providing healthy food options, we believe food creates communities and connects all Californians.



CALIFORNIA
GROCERS
ASSOCIATION

2021 MEDIA GUIDE



Our Flagship Publication



Offering a perspective that is unique to the Golden State, California Grocer magazine features authoritative insights and opinions that cover all facets of the state's grocery business. From new regulations and technological innovations to the shopping experience of our "mommy-blogger-in-residence," this magazine contains the type of fresh stories that provide a deep understanding of California's grocery community.

STRENGTHEN LOSS PREVENTION
WITH FOOLPROOF KNOWLEDGE RETENTION

BY CAROL LEHRMAN

Mobile apps, in-store cooking classes and delivery services. The grocery industry is undergoing a major shift in how it does business. In fact, one of the leading drivers of any part of the business is the customer. In the past, that has been easier said than done.

While store associates provide evolving short-term solutions, employees need regular training to keep up with the latest trends. One of the key areas of retailing that are expected to continue to grow is loss prevention. Therefore, store employees must have the knowledge and tools to do their job the best possible.

According to the National Retail Federation, foodservice employees are especially important to loss prevention. Large-scale changes in such areas as self-checkout and self-service kiosks have created opportunities for continued operational challenges and opportunities for growth.

The Role of Proactive Associates

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OUTSIDE THE BOX
NEW RETAIL PERSPECTIVES

VEGAN Apparel

Now look, the fashion industry has learned a lot of respect including ethics and leadership that have been earned by the Vegan industry. The new trend is to be more aware of what we eat and how it affects us. This might be hard to believe, though. The items are all labeled with the cruelty-free trademark, according to AG Iglesias.

DELIVERY & RETURNS

If you don't like what you ordered from the restaurant you just ate at, the grocery delivery guy. That's what Leslie Lewis, founder of Delivery & Returns, is doing. The company is based in Watsonville, California, and offers delivery and returns to local restaurants.

WATER, WATER EVERYWHERE

U.S. food companies are getting the shot of environmentalism to make sure they're not water wasters. The industry is working to reduce its water use in areas where it can, and will still use own reusable bottles. The industry also offers education on how to use water more efficiently. The industry is working to reduce its water use in areas where it can, and will still use own reusable bottles. The industry also offers education on how to use water more efficiently.

LIFE AFTER DEATH

The new defense firm is getting a new life after death. The company, which was founded in 2010, is opening two new stores in Pasadena, S.C. and Houston. The company is also looking to open a third store in Atlanta. The company is also looking to open a third store in Atlanta.

Bottoms Up

Local brewpubs are closing down, while others like the other 100 studios, for new ones to open. The new ones are opening in the same locations as the old ones. Some are opening in new locations, while others are closing down. The new ones are opening in new locations, while others are closing down.

SPUDS AGAIN?

Spuds MacKenzie, the 80s icon for Budweiser beer, is back. The company is launching a new campaign to promote its brand. The campaign features a cartoon dog named Spuds MacKenzie, who is a cartoon dog. The company says that everything from beer products to apparel will be available. The company says that everything from beer products to apparel will be available.

Mirror, Mirror

It's time to get rid of your old mirror. The company probably won't be the last to do so. The company is also looking to sell its old mirrors. The company is also looking to sell its old mirrors.

ABANDONING SHIP OR SHOP?

The retail industry faces many challenges. The company is looking to sell its old mirrors. The company is also looking to sell its old mirrors.



Editorial Calendar 2021

Featured In Every Issue:

State, Federal, Local Legislative/Regulatory Updates,
Kevin Coupe's Viewpoint,
Know the Law,
CGA Member Profile,
Enterprise Risk Protection
Mommy Blogger.
Outside the Box

“ ...Opened doors and provided us the opportunity to network with all the CGA members who are our potential customers. We seize every CGA advertising opportunity to get the word out, to those grocers who might not be aware, that we are the credit union that serves the grocery industry. **”**

Donna Simpson

Executive Vice President/COO
Certified Federal Credit Union

ISSUE 1

Features: Independent Grocer Special Edition,
Emerging Brands, Incoming Illuminator Headline Profile

ISSUE 2

Features: Loss Prevention, Grocers Day at the Capitol,
HOA, Northgate Gonzalez 40th Anniversary

ISSUE 3

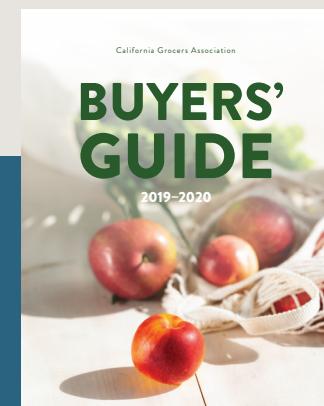
Features: CGA Strategic Conference Preview; Select articles from CGA Strategic Conference presenters,
CGA Educational Foundation Scholarship recipients

Bonus Distribution: CGA Strategic Conference

ISSUE 4

Features: Select articles from CGA Strategic Conference presenters; CGA Chairman Profile

Bonus Distribution: CGA Annual Board Meeting, CGA Independent Operators Symposium



BUYERS' GUIDE

Features: Annual CGA Buyers' Guide. The most comprehensive listing of the California grocery industry.

Category Topics: Northern and Southern Retailer Calling Lists; Out of State Calling List, Wholesaler Directory, Suppliers by Product Category, Supplier Calling List

Advertising with Clout

California Grocers Association publications
are your ticket to reaching the largest grocery
market in the nation.

CALIFORNIA FACTS:

#1  IN SUPERMARKET
SALES
NATIONWIDE

#1  IN TOTAL
NUMBER OF
SUPERMARKETS

\$72 BILLION
MARKET 
GROCERY INDUSTRY

 REPRESENTS
39 MILLION
CUSTOMERS

“ California Grocers Association creates the essential communication tools to place your message. CGA allows you to access to California’s key executive decision makers through advertising in California Grocer magazine, online opportunities such as CGA’s weekly E-Newsletter – Checkout. ”





Our Readership



CGA'S EXTENSIVE MEMBERSHIP ENSURES THAT YOUR ADVERTISING MESSAGE REACHES MORE THAN

80%



OF CALIFORNIA'S GROCERY RETAIL DECISION MAKERS

Your ad reaches an audience that is difficult to target, but highly valuable.

C-suite executives, senior level management and buyers from major chains to local independents are all reachable through CGA's publications.

Launching a new product, service, shelf item or piece of equipment? Updating a current product line?

California is THE market you need to drive awareness among key decision makers.

RETAILER SUBSCRIBERS



THE CALIFORNIA LEGISLATURE

Being part of the country's most regulated state, CGA members turn to California Grocer for up-to-date legislative and regulatory information at both the state and local levels that impacts their bottom line. Plus, CGA's government relations team provides valuable "inside the Capitol" insight and analysis, tailored specifically to the grocery industry. California Grocer is the only place that CGA members can access this vital information – ensuring a dedicated readership.

California Grocer

2021 Rate Card

Effective January 1, 2021

ADVERTISING INSERTION SCHEDULE		
Issue	Reserve by	Material Due
1 (Mar.)	Feb. 15	Feb. 29
2 (Jun.)	May 16	May 26
3 (Sept.)	Aug. 23	Sept. 8
4 (Dec.)	Nov. 19	Dec 3

GENERAL ADVERTISING RATES			
	1 Time	3 Times	5 Times
One Page	\$2,880	\$2,680	\$2,400
1/2 Page	\$2,150	\$2,000	\$1,800
1/4 Page	\$1,600	\$1,500	\$1,450

General advertising rates are net.

BUYERS' GUIDE INSERTION SCHEDULE

Reserve Date: Sept 1

Ad Material Due: Sept 15

Publication Date: Oct 1

Preferred Position

20% over regular rate.

Bleed

No charge.

Black & White

10% discount

Mechanical Requirements

We accept:

PDF files (four-color process, press quality)
EPS files (fonts converted to paths)
InDesign files (with support files & fonts)

When designing an ad, remember:

Photos should be 300 dpi minimum at 100%.
All color photos should be CMYK, not RGB.
Spot colors must be CMYK, not PMS or spot.
Pull your bleeds 1/8" (0.125") over trim.

Ad materials and production information:

Brad Maur
CMB Design Partners
brad@cmbdesign.com

AD SIZES

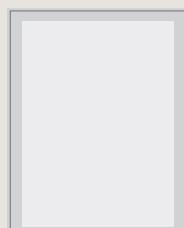


Quarter Page

3.5" x 4.875"

Full Page

No Bleed

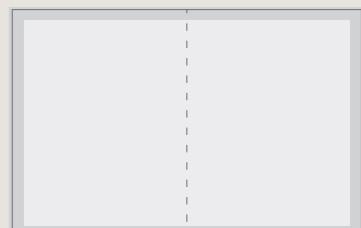


Full Page Bleed

Bleed: 8.75" x 11.25"

Trim: 8.5" x 11"

Live Area: 7.375" x 10"



Spread

Bleed: 11.25" x 17.5"

Trim: 11" x 17"

Live Area: 10.5" x 16.5"

Commissions 15% to recognized agencies. "Recognized agency" as used in this Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate Card, furnish and prepay transportation on all printing materials submitted and process prompt payment. Terms: 30 days net, no cash discount. After 30 days, no agency commission will be allowed.

Contract and Copy Regulations

- Publisher reserves the right to reject any objectionable copy.
- Publisher reserves the right to identify as "advertisement" advertising copy that is judged as editorial material.
- Advertiser and/or advertising agency assume full liability for all advertising content which they supply and do indemnify and hold Publisher harmless from any claims that arise therefrom.
- Advertising material will be held for one year and then discarded unless otherwise notified.

California Grocers Association

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Sacramento, CA 95814

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F: 916.448.2793

www.cagrocers.com



Digital Advertising

E-NEWSLETTER ADVERTISING

Each week CGA members receive the latest California-based industry information, including important legislative and regulatory updates, via Checkout – CGA's electronic newsletter.

“ Advertising in California Grocer and Checkout is a great way for us to promote our brand to the key decision-makers in the California grocery industry.”

”

Raul Aguilar
Senior Director, Retail Sales
Anheuser-Busch InBev

The screenshot shows the CGA website with the "Checkout" section. It features a header with the CGA logo and a photo of food. Below the header, there are two main sections: "The Word" and "A Temporary Recycling Rule". The "The Word" section includes a paragraph about Assembly Bill AB 54 and a link to the full text. The "A Temporary Recycling Rule" section includes a paragraph about the new law and a link to the full text. To the right, there is a video player showing a woman speaking, with the text "NEWS in Two" overlaid.

DIGITAL OPTIONS

BANNER AD	2 MONTHS	6 MONTHS	12 MONTHS
Digital Buyers' Guide - Contact Info Page	\$1,500	\$3,500	\$6,000
Checkout weekly e-newsletter	\$2,500	\$5,000	\$8,000

BLOCK AD	2 MONTHS	6 MONTHS	12 MONTHS
Digital Buyers' Guide - Search Page	\$1,500	\$3,500	\$6,000

COMBINATION ADS	2 MONTHS	6 MONTHS	12 MONTHS
Pick Any Two Options	\$3,750	\$7,500	\$12,000

READING CHECKOUT IS THE 3RD HIGHEST FORM OF INVOLVEMENT FROM OUR CGA MEMBERSHIP

- Whorton Marketing & Research

SPECS:

Banner: Desktop Version – 590 X 90 Pixels
Pixels/Mobile Version – 330 X 90 Pixels

Block: 300 x 250 Pixels

Our Advertisers



Acosta Sales & Marketing	DanoneWave	Milton's Baking Company	Smart & Final Stores
Agilence, Inc.	Delta Dental of California	Mission Foods Corporation	Smart Retail Solutions
Albertsons Companies, Inc.	Diablo Foods	Mollie Stone's Markets	SMC ZeroWaste
Albertsons, LLC	DPI Specialty Foods	MolsonCoors	Solutions Inc.
American Greetings Corporation	ECOS by Earth	Moresco Distributing Company	Southern Glazer's Wine & Spirits
Anheuser-Busch InBev	El Rancho Marketplace	Moss Adams LLP	Sparkling ICE®
Applied Data Corporation	El Super (Bodega Latina Corp.)	National Grocers Association	Sprouts Farmers Market
Baswood Corporation	Emerson Grind2Energy	Nestle Purina PetCare	Star Fisheries, Inc.
Berkeley Farms, LLC	Food 4 Less (Stockton)/ Rancho San Miguel Markets	NGB Markets, Inc.	Stater Bros. Charities
Bimbo Bakeries USA	Foods Etc.	Nielsen	Stater Bros. Markets
Bristol Farms	Freeman Company	North America	Sugar Bowl Bakery
C & H Sugar / ASR Group	Friedas Specialty Produce	North State Grocery, Inc.	Sun Products Corporation Super
C & K Market, Inc.	Friendly Products	NuCal Foods	A Foods, Inc.
C&S Wholesale Grocers	Frito-Lay, Inc.	Oberto Brands	Super King Markets
CA GROWN	Front Line Safety	PepsiCo Beverages	Superior Grocers
California Beer & Beverage Distributors	Gallo Wine Company	PepsiCo Inc.	Technology Solutions
California Fresh Market	Gelson's Markets	Pete and Gerry's Organics, LLC	The Hershey Company
California Lottery	Harris Ranch Beef Company	Post Consumer Brands	Tony's Fine Foods
California Strategies, LLC	Heineken USA	Procter & Gamble	TruGrocer Federal Credit Union
Cardenas Markets, Inc.	Henkel Laundry & Home Care	Producers Dairy Foods, Inc.	TRUNO Retail
Cardiff Seaside Market Inc.	Hidden Villa Ranch	Raley's	Twain Harte Market
Carr McClellan Ingersoll	High Brew Coffee	Ralphs Grocery Company	Tyson Foods, Inc.
Thompson & Horn Professional Law Corporation	Huntington Security	Regional First Aid/Regional Eyewash Solutions	UNFI
Certified Federal Credit Union	Idahoan Foods	Renaissance Food Group, LLC	Unified Grocers, Inc.
Chosen Foods	Illuminators	Retail Marketing Services, Inc.	Unilever
City of Hope	Jelly Belly Candy Co.	Reyes Coca-Cola Bottling	Valassis
Clover Sonoma	KeHE Distributors LLC	RMS, Inc.	Viable Retail Solutions
Co-Sales Northern California	Kellogg Company	Roplast Industries Inc.	Wine & Spirits
Coca-Cola Refreshments	Kimberly-Clark Corporation	RSI - Refrigeration	Young's Market Co.
Command Packaging	Melissa's/World Variety Produce, Inc.	Select Systems Technology	Zenith Insurance Company
Constellation Brands	Mettler-Toledo, Inc.	Sioux Honey Association	



TO RESERVE ADVERTISING SPACE, CONTACT:

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