



EXECUTIVE DIRECTOR
SUSAN MCALEAVEY SARLUND

OFFICERS

President
VIC SAVANELLO
Allegiance Retail Services
1st Vice-President
MARIANNE SANTO
Wakefern Food Corp.
2nd Vice-President
GEORGE MOSKAL
GVM Consulting
Secretary
MIKE MAXWELL
Procacci Brothers Sales Corp.
Treasurer
ROB GOLDSTEIN
Genpro, Inc.
Sgt.-at-Arms
STEVE GRANQUIST
D'Arrigo Bros. of NY

FOUNDING PRESIDENT
SAL CANDRILLI

PAST PRESIDENTS

THOMAS KRULDER
Kurt Weiss Greenhouses
JAY LIOTTA
Consultant
VINCENT DeSOMMA
Ultimate Produce Brokers
JEFFREY SHILLING
FreshPro Food Distributors
VIC LOMORIELLO
AAABCO, LLC
CRAIG CARLSON
Carlson Produce Consulting, LLC
JOE DeLORENZO
Krasdale/Alpha 1 Marketing
DEAN HOLMQUIST
Allegiance Retail Services
PAUL KNEELAND
Gelson's Markets

DIRECTORS

FLOYD AVILLO
FreshPro Food Distributors
ERIC BEELITZ
Inserra Shop Rite
MATTHEW D'ARRIGO
D'Arrigo Bros. of NY
MARC GOLDMAN
Morton Williams
WAYNE HENDRICKSON
Four Seasons Produce, Inc.
VICTOR JOSEPH
Victor Joseph & Son
THERESA LOWDEN
JOH Mid-Atlantic
AL MURRAY
NJ Agricultural Society
STEVE OROSLANY
Wakefern Food Corp.
JOSH PADILLA
Krasdale/Alpha 1 Marketing
DAN SCHNEIDER
C&S Wholesale Grocers
JOHN VASAPOLI
D'Agostino Supermarkets
GREG VENEZIANO
Bozzuto's

DIRECTORS EMERITUS

AL FERRI
JON KOHL

February 2018

Without the support of companies such as yours, the Eastern Produce Council, which celebrates its 52nd anniversary this year, would not be able to thrive as it does today.

With your involvement in this year's Advertising Journal, distributed at our Annual Dinner Dance on April 7th, we can continue to give to many worthy organizations and to promote the value of fresh fruits and vegetables.

This year's Dinner Dance Honorees are:

Dr. Frieda Rapoport Caplan

Founder, Frieda's Inc.

and

Annabel Donio Arena

2nd Generation Leader of Frank Donio, Inc.

(Honored Posthumously)

Join us in celebrating the contributions these women have made to the produce industry by reserving your ad in the 2018 edition of the EPC Ad Journal.

Thank you for your ongoing support!

The Eastern Produce Council
Board of Directors and Ad Journal Committee
www.easternproduceCouncil.com

YOU CAN VISIT OUR NEW WEBSITE
TO ORDER, UPLOAD AND PAY FOR YOUR AD ONLINE.
WWW.PRINTERASSISTANT.COM/EPC

EPC JOURNAL CONTRACT - 2018

PLEASE CHECK WHICH TYPE OF AD YOU WOULD LIKE TO TAKE IN THE 2017 EPC ADVERTISING JOURNAL.

COVER PAGE.....\$1,600 ____ GOLD FULL PAGE.....\$800 ____ B&W FULL PAGE\$600 ____

COLOR FULL PAGE..\$1,000 ____ SILVER FULL PAGE\$700 ____ B&W HALF PAGE.....\$350 ____

PLEASE USE LAST YEAR'S AD FOR THE '17 JOURNAL: YES OR NO (CIRCLE ONE)

DEADLINE FOR AD COPY IS MARCH 16, 2018

ADVERTISER _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

CONTACT NAME _____ PHONE # _____

E-MAIL ADDRESS _____

PAYMENT INFORMATION

CHECK (MADE PAYABLE TO EASTERN PRODUCE COUNCIL)

CREDIT CARD (VISA MASTERCARD AMEX DISCOVER)

CREDIT CARD# _____

CVD# _____ EXP. DATE: _____

(CVD# IS 3 DIGITS ON BACK OF VISA & MASTERCARD; 4 DIGITS ON FRONT OF AMEX)

YOU CAN VISIT OUR NEW WEBSITE
TO ORDER, UPLOAD, AND PAY FOR YOUR AD ONLINE.
WWW.PRINTERASSISTANT.COM/EPC

OR SEND THIS CONTRACT AND ARTWORK TO:

SUSAN MCALEAVEY SARLUND - EASTERN PRODUCE COUNCIL, P.O. Box 897 • NEW PROVIDENCE, NJ 07974
CALL: 973-723-0645 OR EMAIL: EASTERNPRODUCECOUNCIL@GMAIL.COM

SPECIFICATIONS FOR FILM AND ARTWORK

IMAGE AREA

COVER PAGE: 8-1/2" X 11 (WITH BLEED 8-3/4" X 11-1/4")
COLOR PAGE: 8-1/2" X 11 (WITH BLEED 8-3/4" X 11-1/4")
GOLD PAGE: 7-1/2" X 8-3/4"
SILVER PAGE: 7-1/2" X 8-3/4"
FULL PAGE: 7-1/2" X 8-3/4"
HALF PAGE: 6-1/2" X 4-1/2"

WE ACCEPT DOCUMENTS ON THE MAC OR PC PLATFORM.

WE PREFER ADOBE PDF DOCUMENTS, BUT WE WILL ACCEPT PHOTOSHOP (FLATTENED) AND ILLUSTRATOR (OUTLINE ALL TEXT) AND ALSO ACCEPT INDESIGN (PACKAGE ALL FONTS AND LINKS). PLEASE ENSURE ALL NON PDF DOCUMENTS ARE DOWNSAVED TO VERSION CS6 OR EARLIER.

• WHEN EMAILING ARTWORK, ALL FILES SHOULD INCLUDE YOUR COMPANY'S NAME AND THE TYPE OF AD YOU REQUESTED. (EX. - BILL'S MARKET/ GOLD)