

# 2008 Marketing Calendar

## PRODUCTORES de HORTALIZAS para Centroamérica

## Central America Edition

Issue	Theme	Features	Special Supplements	Advertiser Bonus
<b>First Quarter</b>	<p><b>Seed Variety Showcase:</b> The popular, annual, full-color gallery of the latest vegetable &amp; melon varieties on the market. <b>Individual seed company showcases!</b></p> <p><b>NEW!</b> Exhibit your varieties in the <b>Internet Showcase</b>, too!</p>	<p><b>Greenhouse Production:</b> Tips for successful greenhouse vegetable production.</p> <p>Crop Focus on <b>Peppers</b></p>	<p><b>Crop Protection &amp; Plant Nutrition Tools</b> for the Production of Export Crops.</p>	<p><b>Bonus Distribution</b> at the <b>Horti Fruti/Wal-Mart Ag-Industry Development Fair</b> in Costa Rica.</p>
<b>Second Quarter</b>	<p><b>TOMATO Production</b></p>	<p><b>Integrated Pest &amp; Disease Management</b></p> <p><b>Irrigation Technology</b> Techniques for efficient &amp; effective irrigation.</p>	<p><b>Seed Variety POSTER</b> Popular, colorful Seed Guide of the Top Vegetable &amp; Melon Varieties in a full-sized wall poster.</p>	<p><b>Bonus Distribution</b> at the <b>Annual Central American Melon Congress</b>, this year in Nicaragua.</p>
<b>Third Quarter</b>	<p><b>Production of MELONS &amp; other CUCURBITS</b></p>	<p>Crop Focus on <b>Tubers, Bulbs, and Root Crops</b></p> <p><b>Fertilizers &amp; Plant Nutrition</b></p>	<p><b>CUCURBIT Pest and Disease Guide:</b> How to identify &amp; control pests &amp; diseases in Cucurbit crops. <b>INCLUDES:</b> Resistant Seed Varieties</p>	
<b>Fourth Quarter</b>	<p><b>The Annual "Directorio" of Agricultural Suppliers &amp; Crop Inputs:</b> The Central American grower's indispensable guide to suppliers &amp; manufacturers. A handy, year-round buying reference.</p> <p><b>NEW!</b> List your company &amp; products in the <b>Internet Directory</b>, too!</p>	<p><b>Packaging &amp; Shipping</b> of perishables for export markets.</p> <p><b>Certification Programs</b> for various markets.</p>	<p><b>2009 WALL CALENDAR</b> Each month's ad has exclusive exposure &amp; promotes every day for an entire month!</p>	<p><b>Enhanced, free listings of your company and products!</b> Advertise, and your company's name is highlighted everywhere it is listed in the Directory!</p>