



National Sorghum Producers
2017 Industry Partners Program

ABOUT US

At National Sorghum Producers, we believe in the sorghum industry, and we believe in team work. Our mission and vision indicate our commitment to leading the charge for this industry through advocacy, relationships and steadfast leadership. For an industry to realize its full potential, it takes everyone working together.

Financial support from the Industry Partner Program allows NSP to be the best in the world at representing the U.S. sorghum industry and sorghum farmers. NSP looks forward to partnering with your company to help the industry maintain full momentum. There are abundant opportunities for sorghum with new markets in development for grain, sweet and biomass. From biofuels to major food brand products, sorghum is making its place among major commodities.

If you are looking to connect with sorghum producers, NSP offers numerous opportunities to reach out and help put your company into the minds of growers.



*NSP will improve the **SORGHUM** industry through advocacy and leadership.*

*NSP is leading legislative and regulatory change through effective policy and relationships for a more profitable, diverse and competitive **SORGHUM** industry.*

NSP values members, knowledge, relationships, growth, education, reputation, communication, loyalty, results and change.



PARTNERSHIP LEVELS

NSP offers five partnership levels within the Industry Partner Program to offer a variety of exclusive benefits. In addition to receiving sorghum-focused representation in Washington, D.C., all levels are given exclusive access to NSP industry information and publications as well as an invitation to a private monthly conference call.

GOLD, \$20,000-plus

- Premier recognition at all NSP events.
- Full-page advertisement in two issues of *Sorghum Grower*.
 - Rotating banner ad on NSP's home page.
- Company logo and website link on NSP's Industry Partner webpage.
 - Recognition at sorghum events during Commodity Classic.
 - Monthly Industry Partner conference call.
- All the benefits of NSP membership, including all NSP publications.

SILVER, \$10,000-plus

- Recognition at NSP events.
- Full-page advertisement in one issue of *Sorghum Grower* or (1) 1/2 page ad in two different issues.
 - Rotating banner ad on NSP's home page.
- Company logo and website link on NSP's Industry Partner webpage.
 - Recognition at sorghum events during Commodity Classic.
 - Monthly Industry Partner conference call.
- All the benefits of NSP membership, including all NSP publications.

BRONZE, \$5,000-plus

- Recognition at NSP events.
- 1/2 page advertisement in one issue of *Sorghum Grower* or (1) 1/4 page ad in two issues.
- Company logo and website link on NSP's Industry Partner webpage.
 - Recognition at sorghum events during Commodity Classic.
 - Monthly Industry Partner conference call.
- All the benefits of NSP membership, including all NSP publications.

PARTNER, \$2,500-plus

- 1/4 page advertisement in one issue of *Sorghum Grower* or (1) 1/8 page of a page ad in two issues.
- Company logo and website link on NSP's Industry Partner webpage.
 - Recognition at sorghum events during Commodity Classic.
 - Monthly Industry Partner conference call.
- All the benefits of NSP membership, including all NSP publications.

CONTRIBUTOR, \$1,250-plus

- Company logo and website link on NSP's Industry Partner webpage.
 - Recognition at sorghum events during Commodity Classic.
 - Monthly Industry Partner conference call.
- All the benefits of NSP membership, including all NSP publications.



SORGHUM GROWER

is NSP's official publication **delivering to a national audience of nearly 40,000** producer, industry and congressional readers. This quarterly publication offers a place for sorghum farmers by providing timely, relevant and educational information on everything sorghum. Covering crop production techniques, research, legislative happenings, ethanol, insurance, finance, farm programs and much more, *Sorghum Grower* is the only sorghum-specific publication in the U.S. NSP Industry Partners can take advantage of exclusive advertising rates.

Sorghum Grower reaches every sorghum farmer with at least 25 acres in the U.S. as well as NSP members, industry stakeholders, scientists, political decision makers, media and elevators. Be sure to take notice of complimentary ads for our Industry Partners!



WINTER 2017

AD BOOKING: 12/1/2016
ART DEADLINE: 12/12/2016
MAIL DATE: 1/15/2017



SPRING 2017

AD BOOKING: 3/1/2017
ART DEADLINE: 3/15/2017
MAIL DATE: 4/15/2017



SUMMER 2017

AD BOOKING: 7/1/2017
ART DEADLINE: 7/12/2017
MAIL DATE: 8/15/2017



FALL 2017

AD BOOKING: 10/1/2017
ART DEADLINE: 10/11/2017
MAIL DATE: 11/15/2017

CEO/CHAIRMAN'S DESK: CEO Tim Lust and NSP board Chairman share what is happening in the industry and how it will affect U.S. sorghum farmers.

CAPITOL HILL: Exclusive legislation and policy information from NSP's vast resources on Capitol Hill.

NSP UPDATE: Association updates on sorghum industry activities and initiatives.

FROM THE FIELD: A snapshot of what is happening in the country straight from U.S. sorghum farmers.

INDUSTRY PARTNERS SPOTLIGHT: The ultimate spotlight for NSP to promote Industry Partners.

SORGONOMICS: Highlights the numbers and economics of growing sorghum and using new technologies.

SORGHUM MARKETS: Features markets available to U.S. sorghum farmers.

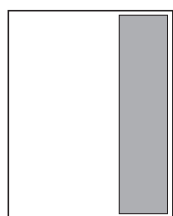
LAB TO CAB: An in-depth look at what's happening in research and extension work in the sorghum industry.

SORGHUM ABROAD: Sorghum is taking the worldwide stage in various markets around the world.

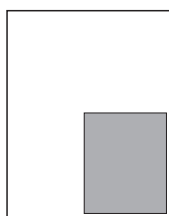
ADVERTISING

FULL COLOR ADS

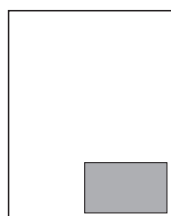
TWO PAGE SPREAD	\$4,500 (FULL BLEED)
FULL PAGE	\$2,500 (FULL BLEED)
1/2 PAGE ISLAND	\$1,950
1/2 PAGE HORIZONTAL	\$1,750
1/3 PAGE	\$1,250
1/4 PAGE	\$900
1/8 PAGE	INDUSTRY PARTNER EXCLUSIVE



1/3 Vertical
2 5/16" X 9 1/2"



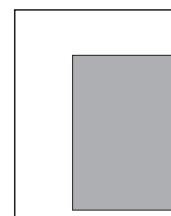
1/4 Page
3 5/8" X 4 3/4"



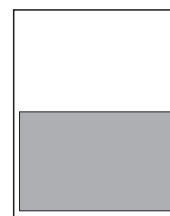
1/8 Page
3 5/8" X 2 1/4"



Full Page
8 1/2" X 10 3/4"



1/2 Island
4 15/16" X 7 5/16"



1/2 Horizontal
7 1/2" X 4 3/4"

- Add 1/8" bleed on full page and double spread ads.
- Prices are 4-color.
- Keep live matter within 1/2" of trim.
- Publication trim size 8 1/2" X 10 3/4".
- Custom ad production available on a limited basis for an additional fee.

POSITIONING & PREMIUM POSITIONS

CENTER DOUBLE PAGE SPREAD ADD 20% COLOR RATE

OUTSIDE BACK COVER ADD 15% COLOR RATE

INSIDE FRONT/BACK COVER ADD 10% COLOR RATE



OTHER PUBLICATION EFFORTS NSP's digital and physical properties provide additional touch points for readers to connect with the association. Every aspect is a go-to destination for sorghum enthusiasts searching for the latest educational resources, news, policy and events.

sorghum notes

is NSP's informative newsletter being delivered to over 3,000 producers, extension personnel, researchers, industry partners and media each week.

- 1,972 Online Subscribers
- 214 Paper Notes Subscribers

sorghumgrowers.com

Sorghumgrowers.com is experiencing growth as readers are visiting and returning to the site each month.

- 7,323 page views per month
- 78.4% new visitors per month
- 1.82 pages viewed per visit

social media

NSP's active social media footprint is connecting with viewers in a impactful way like never before.

- 1,217 likes on Facebook
- 1,581 followers on Twitter
- 50 subscribers on YouTube with more than 1,500 views
- 362 followers on Instagram

online sorghum grower

NSP's *Sorghum Grower* online edition provides readers with a full functioning, interactive digital magazine they can read on the go.

- Four issues per year
- Free subscription
- Available on Desktop



commodity classic

Each year, more than 1,600 growers and more than 4,800 total attendees travel to the Commodity Classic for educational events, networking and a substantial ag trade show. The conference offers NSP the ability to host our national yield contest winners, sorghum specific programming and leadership meetings. The 2017 Commodity Classic is March 2-4 in San Antonio, Texas.

annual washington, d.c. fly-in

NSP is leading legislative and regulatory change through effective policy and relationships. The most effective way to tell our story to policy makers is face-to-face. Therefore, each year our leadership, along with grower members and industry leaders, meet with senators and congressmen to influence farm policy on Capitol Hill.

nsp yield contest

Every year, growers participate in NSP's yield contest to showcase their sorghum production skills. Winners receive national recognition in Sorghum Grower, special events in their honor at Commodity Classic, and additional awards from participating seed, crop protection and chemical companies.

sorghum insider

NSP's two-day program takes industry partners, elevators and end-users through the entire U.S. sorghum industry while covering important issues impacting production, policy, markets and more. This is your must-attend event.

ag media summit

This event is the largest meeting in the United States of the ag industry's top writers, editors, photographers, publishers and ag communicator specialists. It is also a joint meeting of the American Agricultural Editors' Association, the Livestock Publications Council and the American Business Media Agri-Council, which is held annually in late July, providing the sorghum communications team the opportunity to network and learn with the best in ag media.

nafb convention

This annual event allows sorghum to communicate with current, past and future broadcasters from all over the country. The convention is focused on building the future and leading the way in multi-media programming while giving grower organizations like NSP a voice through its annual Trade Talk event.

EVENTS



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