

# Print Advertising Rates

*Spring*  
April 2020



## When Trade Works

Ad Booking: 2.21.2020  
Art Deadline: 3.9.2020  
Mailed: 4.15.2020

*Summer*  
August 2020



## Sorghum Extremes

Ad Booking: 6.26.2020  
Art Deadline: 7.10.2020  
Mailed: 8.14.2020

*Fall*  
November 2020



## Women in Sorghum

Ad Booking: 9.25.2020  
Art Deadline: 10.8.2020  
Mailed: 11.16.2020

*Winter*  
January 2021



## Threats to Modern Ag

Ad Booking: 11.27.2020  
Art Deadline: 12.4.2020  
Mailed: 1.15.2021

## Sorghum Grower Readership



## Standard Ad Sizes



Full Page  
8 1/2" x 10 3/4"  
**\$2,500**



1/2 Island  
4 15/16" x 7 5/16"  
**\$1,950**



1/2 Horizontal  
7 1/2" x 4 3/5"  
**\$1,750**



1/3 Vertical  
2 5/16" x 9 1/2"  
**\$1,250**



1/4 Page  
3 5/8" x 4 3/4"  
**\$900**



1/8 Page  
3 5/8" x 2 1/4"  
**Partner Exclusive**

## Premium Positions

- Two Page Spread - \$4,000
- Inside Front/Back Cover - \$4,950
- Center Fold Double Page Spread - \$5,400
- Outside Back Cover - \$5,175

\*Prices include added percent color rates.

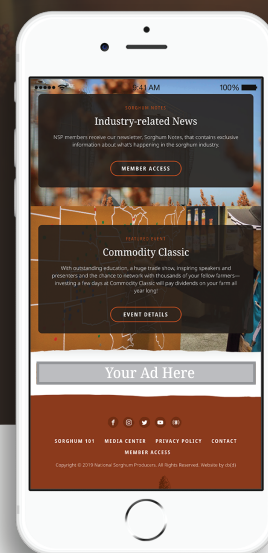
## Ad Requirements

Add 1/8" bleed on full page and double spread ads. Add bleed and "safe zone" visual to stand out.

Keep live matter within 1/2" of trim on full page and double spread ads.

Publication trim size 8 1/2" (width) X 10 3/4" (height).

Custom ad production available on a limited basis for an additional fee.



**Standard Placement Rotations: \$250 per month for one year.**

Advertisements will rotate throughout the online magazine section of our website.

## Ad Specifications

Please submit all sizes for digital ads:

1940px (width) x 180px (height)

1940px (width) x 500px (height)

672px (width) x 560px (height)

JPG, GIF and live/animated external scripts/embed codes files are accepted.

Images size and color: 72 dpi (max 1MB file size) and RGB color format.

Submit the URL of the website you would like your ads to link to, i.e.: <https://yourwebsite.com>.

## Premium Positions

- Magazine Home: \$1,000 per month
- Current Issue: \$600 per month
- Category Pages: \$400 per month
- Checkoff News
- International
- Marketing
- Policy
- Production
- Profiles
- Recipes
- Technology