

Print Advertising Rates

Spring
April 2021



Ad Booking: 3.4.2021
 Art Deadline: 3.15.2021
 Mailed: 4.15.2021

Summer
August 2021



Ad Booking: 7.2.2021
 Art Deadline: 7.12.2021
 Mailed: 8.15.2021

Fall
November 2021



Ad Booking: 9.30.2021
 Art Deadline: 10.11.2021
 Mailed: 11.14.2021







Themes

- Embracing Change
- Cultural Significance of Sorghum
- Technological Advances
- The Future of Sorghum

Sorghum Grower Readership



Standard Ad Sizes

	Full Page 8 1/2" x 10 3/4" \$2,500		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
	1/2 Island 4 15/16" x 7 5/16" \$1,950		1/8 Page 3 5/8" x 2 1/4" Partner Exclusive

Premium Positions

- Two Page Spread - \$4,500
- Inside Front/Back Cover - \$2,750
- Center Fold Double Page Spread - \$5,400
- Outside Back Cover - \$2,875

**Prices include added percent color rates.*

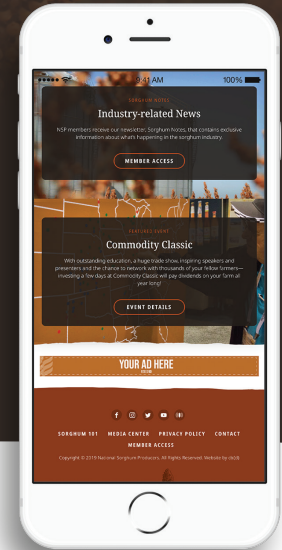
Ad Requirements

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

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

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

Custom ad production available on a limited basis



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 1 MB file size) and RGB color format.

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

Premium 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