

# NATIONAL SORGHUM PRODUCERS

# PRINT ADVERTISING RATES

## SPRING | April 2024

Ad Booking: 2.26.2024  
Art Deadline: 3.15.2024  
Mailbox Date: 4.17.2024

## SUMMER | August 2024

Ad Booking: 6.24.2024  
Art Deadline: 7.12.2024  
Mailbox Date: 8.15.2024

## FALL | November 2024

Ad Booking: 9.23.2024  
Art Deadline: 10.11.2024  
Mailbox Date: 11.14.2024

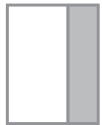
## PRINT ADVERTISING



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



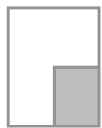
1/2 Horizontal  
7 1/2" x 4 3/8"  
\$1,750



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



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



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



1/8 Page  
3 5/8" x 2 1/4"  
PARTNER EXCLUSIVE

## PRINT 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

## 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

APPROXIMATELY  
**23,000**  
PEOPLE REACHED

SORGHUM PRODUCERS | RESEARCHERS | EXTENSION | ETHANOL  
INDUSTRY | INDUSTRY PARTNERS | ELEVATOR MEMBERS

# 96 PERCENT



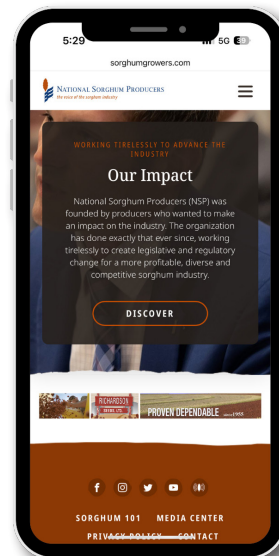
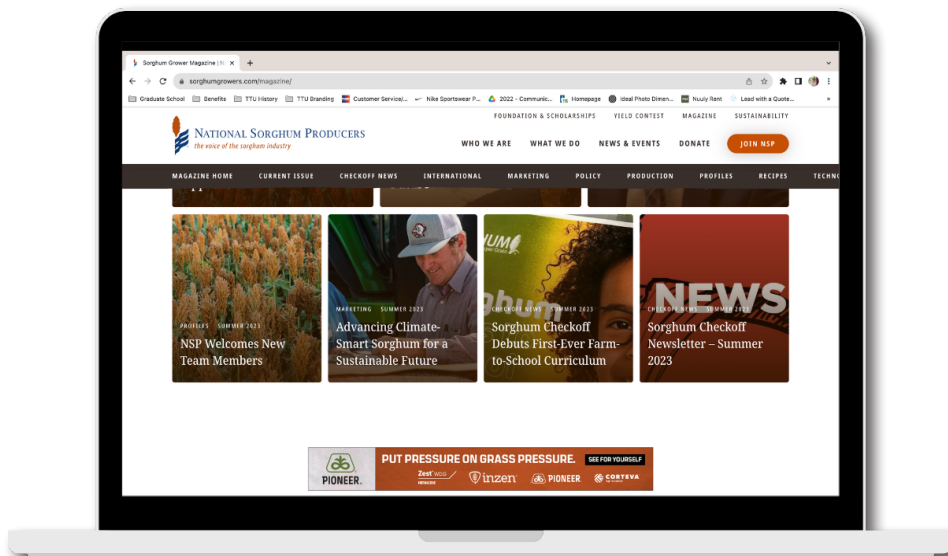
OF SORGHUM FARMERS STRONGLY  
AGREE OR AGREE SORGHUM  
GROWER MAGAZINE PROVIDES  
VALUABLE INFORMATION

# 81 PERCENT



# NATIONAL SORGHUM PRODUCERS

# DIGITAL ADVERTISING RATES



## STANDARD PLACEMENT ROTATIONS: \$250 PER MONTH FOR ONE YEAR

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

### DIGITAL AD REQUIREMENTS

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 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