

# 2011

2011 RATES (Net) Size	B/W	Additional 2/c	4/c
Full Page	\$640	+\$100	+\$500
1/2 Page	\$490	+\$100	+\$500
1/3 Page	\$440	+\$100	+\$500
1/4 Page	\$335	+\$100	+\$500
<b>Classified Ad \$100</b>			
<b>Inserts \$1000</b>			
<b>1/4 Page Advertorial - \$150</b>			

## 2011/2012 Product/Service Directory

Listings\* - \$375

Listings\* & Display Ad - \$475

Additional Listings - \$5 each

Additional Display Ads - \$50 each

\*Up to 10 Categories.

Prices (net) are one-time charge for two 2011 and two 2012 issues and online version

## CIRCULATION: 5,176 U.S. & Canada

Seed Production Plants — U.S. and Canada

Conditioning Facilities, Seed Quality Officials

## EDITORIAL CONTENT AND CLOSING DATES

### FIRST QUARTER

Turf and Forage Focus

ISF World Seed Conference

Closing Date - February 4

### SECOND QUARTER

Buyer's Guide Issue

Annual ASTA Convention

Closing Date - April 1

### THIRD QUARTER

ASTA Farm/Lawn Conference

Western Seed Convention

Closing Date - July 15

### FOURTH QUARTER

Corn and Soybean Focus

ASTA Conference

IPSA Convention

Southern Seedsmen's Convention

Closing Date - October 7

**SEED TODAY** is a quarterly trade magazine for seed processors and seed plant operations managers.

## AD SIZES & MECHANICAL REQUIREMENTS



**Full Page**

Image Area: 7.25" x 9.75"

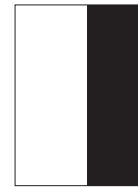
Trim: 8.5" x 11"

Bleed Size: 8.75" x 11.25"



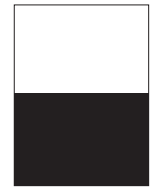
**1/2 Pg. Island**

4.75" x 7.33"



**1/2 Pg. Vertical**

3.375" x 9.75"



**1/2 Pg. Horz.**

7.25" x 4.875"



**1/3 Pg Vertical**

2.25" x 9.75"



**1/3 Pg. Square**

4.75" x 4.875"



**1/4 Pg. Horz.**

4.75" x 3.33"



**1/4 Pg. Vertical**

3.375" x 4.875"

## Digital Ad Requirements

Save your ad for submission through one of the following methods:

- EPS (convert text to graphic)
- PDF (Press Optimized)
- TIF (300 resolution)

**Note: All ads, photos, and graphics output CMYK.**

Submit your ad by way of:

- FTP (ftp://advertisements:grainjournal@gutenberg.grainnet.com)
- Email (rebecca@grainnet.com)
- CD (please include a hard copy of ad)