

2010

Seed TODAY

Est. 1996

2010 RATES (Net)	Additional		
Size	B/W	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
Classified Ad	\$100		
Inserts	\$1000		
1/4 Page Advertorial	-\$150		

2010/2011 Product/Service Directory

Listings* - \$350

Listings* & Display Ad - \$450

Additional Listings - \$5 each

Additional Display Ads - \$50 each

*Up to 10 Categories.

Prices (net) are one-time charge for two 2010 and two 2011 issues and online version

CIRCULATION: 5,176 U.S.

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 5

SECOND QUARTER

Buyer's Guide Issue

Annual ASTA Convention

Closing Date - April 2

THIRD QUARTER

ASTA Farm/Lawn Conference

Western Seed Convention

Closing Date - July 16

FOURTH QUARTER

Corn and Soybean Focus

ASTA Conference

IPSA Convention

Southern Seedsmen's Convention

Closing Date - October 8

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"

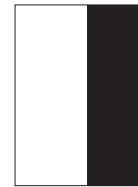
Trim: 8.5" x 11"

Bleed Size: 8.75" x 11.25"



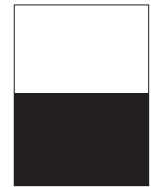
1/2 Pg. Island

4.75" x 7.33"



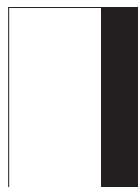
1/2 Pg. Vertical

3.375" x 9.75"



1/2 Pg. Horiz.

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. Horiz.

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 or assigned PMS color.

Submit your ad by way of:

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