

2021 DISPLAY AD RATES (NET)

Size	B/W	2-Color	4-Color
Full Page	\$665	+\$100	+\$500
1/2 Page	\$510	+\$100	+\$500
1/3 Page	\$455	+\$100	+\$500
1/4 Page	\$345	+\$100	+\$500

FRONT COVER AD (\$3,750) Design Pre-Approval Required. Includes free full page ad.

CLASSIFIED AD	\$100
INSERTS	\$1,000
1/4 PAGE ADVERTORIAL	\$150
1/3 PG BUYER'S GUIDE NEWS RELEASE	\$150

CIRCULATION ► **4,400**

U.S. and Canada. Seed Production Plants, U.S. & Canada Conditioning Facilities and Seed Quality Officials.

2021/2022 PRODUCT & SERVICE DIRECTORY

Listings*	\$435
Display Ad Standard (4-Color)	\$125
Display Ad Double Size (4-Color)	\$175
Display Ad Triple (4-Color)	\$225

* Up to (10) Categories. Additional listings \$5 each.
Prices (net) are one-time charge for two 2021 issues and online version.

Editorial Content and Closing Dates

FIRST QUARTER

Turf and Forage Focus ISF World Seed Conference
Closing Feb. 8 • Material Due Feb. 15
Publication Date **March 1, 2021**

SECOND QUARTER

Buyer's Guide Issue • Annual ASTA Conference
Closing April 2 • Material Due April 9
Publication Date **May 7, 2021**









THIRD QUARTER

ASTA Farm/Lawn Conference
Western Seed Convention
Closing July 9 • Material Due July 16
Publication Date **August 20, 2021**

FOURTH QUARTER

Corn and Soybean Focus
ASTA Conference
IPSA Convention
Southern Seedmen's Convention
Closing Oct. 1 • Material Due Oct. 8
Publication Date **November 12, 2021**

AD SIZES AND MECHANICAL REQUIREMENTS

 Full Page 7.25"x9.75" Trim 8.5"x10.875" Bleed 9"x11.5"	 1/2 Page Island 4.75"x7.33"	 1/2 Page Vertical 3.375"x9.75"	 1/2 Page Horizontal 7.25"x4.875"
 1/3 Page Vertical 2.25"x9.75"	 1/3 Page Square 4.75"x4.875"	 1/4 Page Horizontal 4.75"x3.33"	 1/4 Page Vertical 3.375"x4.875"

Please Set Text and Logos at least 1/4" or 0.25" of an inch from trim line. Magazine is perfect bound.

DIGITAL AD REQUIREMENTS

- All Text and Logos at least 1/4" of an inch from trim line.
- All Ads, Photos and Graphics Output CMYK.
- Please Do Not Include Color Bar and Crop Marks.

PLEASE SUBMIT YOUR AD VIA THE FOLLOWING:

- EMAIL (rebecca@grainnet.com)

Submission Formats for Ads

- EPS (Text to Outlines)
- PDF (Press-Optimized)
- TIF (300dpi)

Seed Today is a quarterly trade magazine for seed processors and seed plant operations managers.