

SEED TODAY

2026
MEDIA GUIDE

CULTIVATING CONNECTIONS THAT BREED SUCCESS



seedtoday.com

ABOUT US

Cultivating connections that breed success

CLICK BELOW FOR:



SEED TODAY delivers comprehensive quarterly coverage, offering multi-media branding and lead generation opportunities. Our publication reaches key decision-makers in the seed industry, providing in-depth analysis and insights.

Though we are distributed to members of major seed associations, our focus is on delivering valuable content that drives industry engagement and business growth.

SEED TODAY is published quarterly & mailed to members of the following seed associations:

- American Seed Trade Association
- Atlantic Seed Association
- Independent Professional Seed Association
- Northern Seed Trade Association
- Pacific Seed Association
- Southern Seed Association
- Western Seed Association

The print edition is available at no cost to qualified professionals in the U.S. and Canada. International subscriptions are priced at \$360 annually. Published by Seed Today, Milling Journal, Processing Journal, and other industry-specific newsletters.

CULTIVATING CONNECTIONS THAT BREED SUCCESS

Advertise with **SEED TODAY** and place your brand in front of key decision-makers.

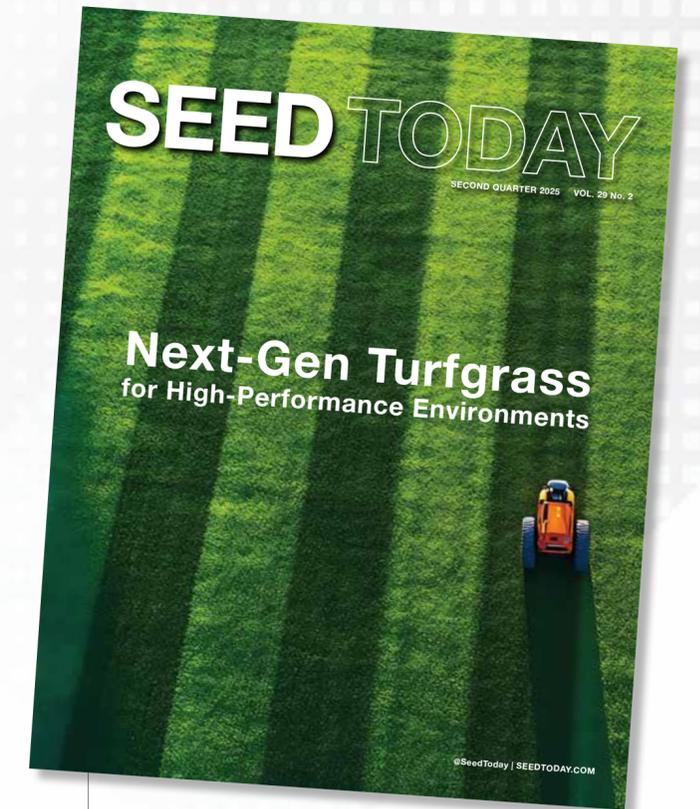
Your message will benefit from multimedia distribution including:

- **PRINT:** Delivered to subscribers who actively influence purchasing decisions related to seed technologies, standards, and applications.
- **INDUSTRY EVENTS 2026:** Strategic bonus distribution at top industry events in 2025, maximizing exposure to targeted audiences.
- **DIGITAL PRODUCTS:** Amplify your reach through our targeted newsletter, driving qualified traffic to your website and capturing valuable leads. This digital extension strengthens your brand presence and expands your prospective database.

Leverage SEED TODAY's Webcast Sponsorship

Leverage SEED TODAY's webcast to elevate your brand and engage with your target audience. As a sponsor, you'll have an exclusive platform to educate customers, generate high-quality leads, and reinforce your market position. The webcast will be promoted through print ads and targeted email marketing to maximize attendance. After the live event, the webcast will be archived on seedtoday.com and seedtoday.com for a full year, ensuring extended exposure and ROI.

Webinar topics include Product Development, Plant Breeding Innovation, Intellectual Property Protection, Economic Outlook, Seed Business Management, and more—tailored to address the most pressing issues in the seed industry.



2026 Issues

1st Quarter	closing	Feb. 12
2nd Quarter	closing	April 16
3rd Quarter	closing	August 20
4th Quarter	closing	Oct. 29

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2026 EDITORIAL CALENDAR

First Quarter <i>Closing Feb. 12</i> <i>Material Due Feb. 19</i>	Second Quarter <i>Closing Apr. 16</i> <i>Material Due Apr. 23</i>	Third Quarter <i>Closing Aug. 20</i> <i>Material Due Aug. 27</i>	Fourth Quarter <i>Closing Oct. 29</i> <i>Material Due Nov. 5</i>
Buyer's Guide Issue			
Vegetable & Flower Seeds. Native & Conservation Seeds. Cleaning & Conditioning.	Global trade & Certification. Biotech & Trait Development. Facility Upgrades.	Seed Coating. Treatment Applications. Biologicals.	Forage & Turf breeding. Digital Operations and Maintenance
Industry Events:			
<ul style="list-style-type: none"> • Independent Professional Seed Association (IPSA) · January 12-14 · Indianapolis, IN • Southern Seed Association (SSA) · Jan 23-26, 2026 · Charleston, SC • WASGA Winter Seed Conference · Jan. 25-27 · Savannah, GA • ASTA Vegetable & Flower Seed Conference · Feb. 15-20 · Orlando, FL • Pacific Seed Association · February 8-18 · Honolulu, HI • National Native Seed Conference · Feb. 25-26 · Virtual 	<ul style="list-style-type: none"> • ISF World Seed Congress · May 18-20 · Lisbon, Portugal 	<ul style="list-style-type: none"> • Northern Seed Trade Association (NSTA) · July 7-8, 2026 · Deadwood, SD • Synthetic Biology: Engineering, Evolution & Design · Jun. 15-18 · Denver, CO 	<ul style="list-style-type: none"> • International Forage & Turf Breeding Conference · Oct. 12-16 • ASTA Forage, Turf & Conservation Seed Conference · Nov. 4 · Kansas City, MO • Western Seed Association (WSA) · November 16-20 · Kansas City, MO • ASTA Field Crop Seed Convention · Dec. 14-17 · Orlando, FL

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2026 PRINT AD RATES

2026 DISPLAY AD RATES

Size	B/W	2-Color	4-Color
Full Page	\$790	\$890	\$1,340
1/2 Page	\$630	\$735	\$1,155
1/3 Page	\$550	\$655	\$1,100
1/4 Page	\$450	\$550	\$990
Front Cover	\$4095**		
Inside Front Cover	\$1,525		
Inside Back Cover	\$1,340		
Back Cover	\$1,525		
Corner Cover	\$3,250		

FRONT COVER AD Design Pre-Approval Required. Includes free full page ad.

Inserts	\$1,775
1/2 pg Product Showcase	\$210
1/3 pg Product Showcase	\$310

PRODUCT/SERVICE DIRECTORY

Listings	\$575
Standard Ad	\$200
Double Ad	\$275
Triple Ad	\$350
Addl Listings	\$10
Addl Ads	1/2 price

* Includes an ad on cover of magazine, full page, 4/c ad inside magazine and 6 x 4 1/4 postcard
 ** Includes ad on cover of magazine, full page, 4/c ad inside magazine

AD SIZES AND MECHANICAL REQUIREMENTS

Please Set Text and Logos at least 1/4 of an inch (.25") 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 TO:

- rebecca@grainjournal.com

Submission Formats for Ads

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

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2026 DIGITAL AD RATES

Product Launch Package

Launch your new product with impact. **Seed Today** designs a full-page ad for you, using your product description, photos, and logo to create a clear, professional product spotlight.

The package includes a 100-150 word product description (written by you), high-resolution photos, and your company logo.

Your product is then promoted across multiple platforms, ensuring strong visibility and consistent reach.

SPECIFICATIONS:

- A 100- to 150-word description of your product or service
- High-resolution photos to accompany your listing
- Company logo

Rate: \$2,250 net

Exclusive Webinars

SPECIFICATIONS:

- You choose the topic, provide the presenter, and are the exclusive sponsor
- **Seed Today** will set up the webinar, promote it, and provide attendee leads.

Rate: \$5,995 net

Podcasts

SPECIFICATIONS:

- Podcasts are audio-only conversations with **Seed Today's** Editorial Director
- Typical recording length is 30 to 40 minutes
- Sponsor provides topic and subject-matter expert
- **Seed Today** records and edits podcast and provides promotion

Rate: \$3,950 net

Partner Program Banner Campaign

By putting your name in front of approximately 4,000+ visitors to **seedtoday.com** each month, you can immediately share your marketing message with professionals who want information about your products and services.

WEB AD RATES AND SPECS

Three Sizes		Rates	
Billboard	970 x 250	12 months:	\$275/mo net
Medium Rectangle	300 x 250	6 months:	\$325/mo net
Top Leaderboard	728 x 90	3 months:	\$375/mo net

SEED Newsletter Banner Ads bi-monthly price

Top Position	\$160
Second	\$135
Third	\$110
Fourth	\$80

SeedToday.com Banner Ads

Billboard	Medium Rectangle	Welcome/ Interstitial Ad	Top Leaderboard
970 x 250	300 x 250	600 x 800	728 x 90
\$275/mo	\$325/mo	1 WEEK: \$1,000 1 MO: \$3,000	\$375/mo

Supplied HTML E-Blast

E-blast list	# of contacts	Price
Grain list	9,800+	\$850
Milling list	3,550	\$425
Safety list	5,770	\$500
Seed list	3,080	\$725
Processing list		\$425
All lists	14,077	\$1,675

Combined E-Blast lists

Grain + Safety	8,959	\$925
Grain + Milling	10,039	\$925
Grain + Milling + Safety	10,365	\$975
Grain + Milling + Seed	11,809	\$1,150
Grain + Seed	10,375	\$900
Grain+ GFE	8,650	\$800
Grain + Processing		925
Grain + Safety + Milling + GFE	10,402	\$1,150
Grain + Safety + Milling + GFE + Seed	14,077	\$1,200
Grain + Safety + Milling + GFE + Seed + Processing		\$1,300

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Digital-Edition Sponsorship

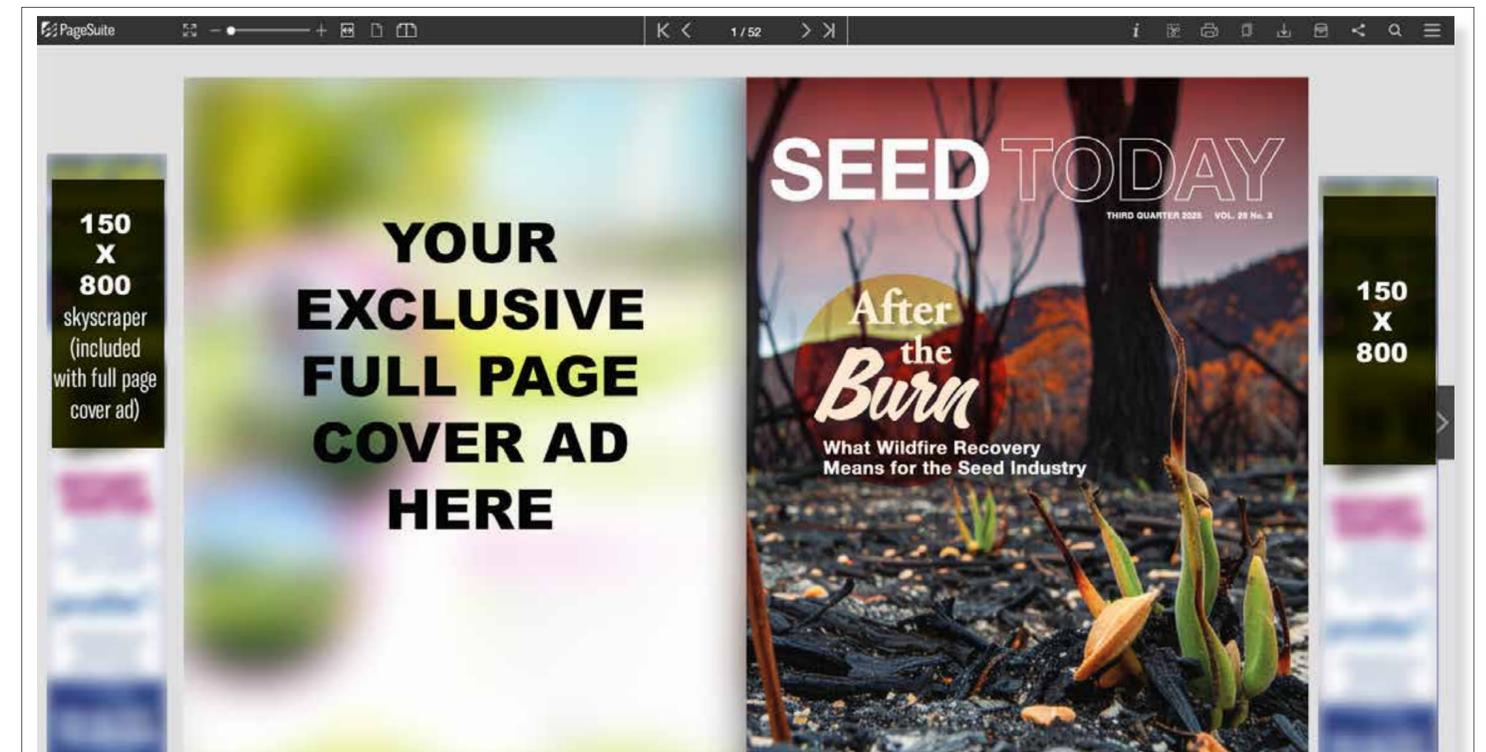
INTERACTIVITY AT YOUR FINGERTIPS

Seed Today's Digital Edition is an interactive, searchable replica of the print magazine. Sponsorship includes a left-of-cover ad providing excellent visibility, alongside two banners. Additional sponsorship opportunities include adding a video component to your existing ad or inserting a product brochure or other additional content. Your logo and 150 words of promotional copy will be distributed to all of **Seed Today's** 4,500+ subscribers. The digital edition is also posted on seedtoday.com for 24/7/365 exposure.

DIGITAL EDITION AD UNITS	SIZE (PIXELS)	FORMATS	RATES
Ad Across from Cover	2550 x 3300 (8.5"x 11")	High-resolution PDF or JPG	\$550
Skyscraper	150 x 800	JPG, GIF	\$275

[CLICK BELOW FOR SAMPLE](#)

[DIGITAL EDITIONS](#)



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Website Banners

seedtoday.com
Display Advertising

BUILD BRAND AWARENESS AT SEEDTODAY.COM

By putting your name in front of approximately 4,000+ visitors to seedtoday.com each month, you can immediately share your marketing message with professionals who want information about your products and services.

OPTION 1: PARTNER PROGRAM

WEB AD RATES AND SPECS

Three Sizes		Rates	
Billboard	970 x 250	12 months:	\$275/mo net
Medium Rectangle	300 x 250	6 months:	\$325/mo net
Top Leaderboard	728 x 90	3 months:	\$375/mo net

Formats: JPG, GIF

CLICK BELOW FOR SAMPLES

WEBSITE

1
Top Leaderboard
(five positions)
Image: 728x90

2
Billboard Ad
(up to 5 positions)
Image: 970x250

3
Homepage Logo Bar*
(12 positions - no rotation, always on)
Image: 120x40

4
Monthly Exposure/Rectangle Ad
(up to 5 positions)
Image: 300x250

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Website Banners

seedtoday.com
Display Advertising

BUILD BRAND AWARENESS AT SEEDTODAY.COM

Want to reach **Seed Today** professionals with digital advertising, but have a tight budget? Our a la carte web advertising helps get your message to our audience.

HOW IT WORKS:

- 300 x 250 medium rectangle ad on our website. Only one position available per month
- 728 x 90 bottom leaderboard on our website. One position available per month
- ROS (appears on all pages)

OPTION 2: A LA CARTE

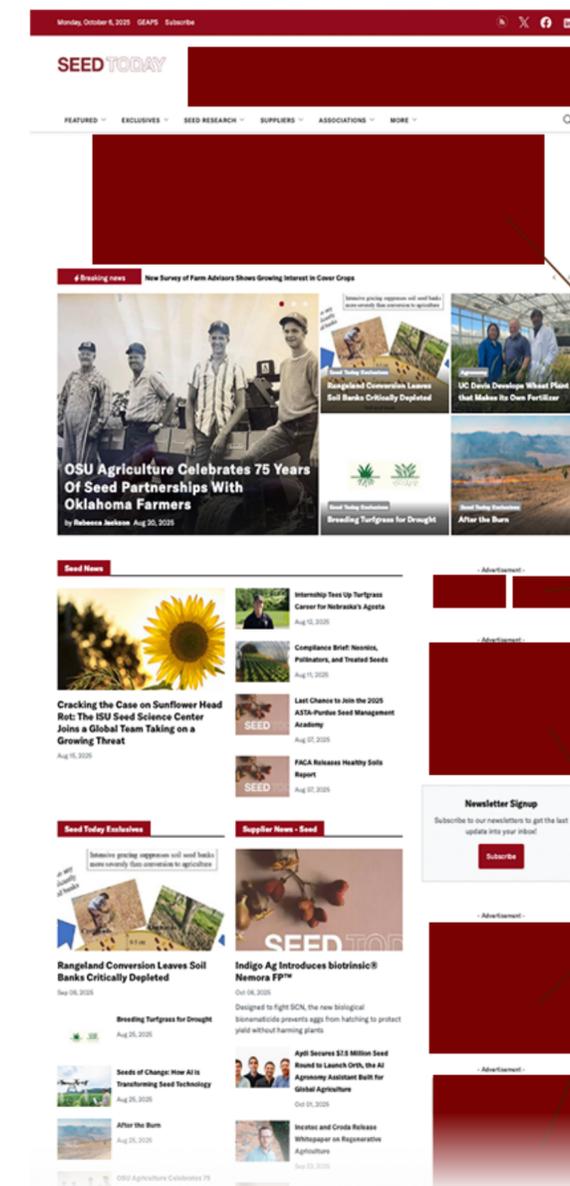
WEB AD RATES AND SPECS

Two Sizes		Price
Medium Rectangle	300 x 250	\$225/mo net
Bottom Leaderboard	728 x 90	\$225/mo net

Formats: JPG, GIF

CLICK BELOW FOR SAMPLES

WEBSITE



1

Top Leaderboard
(five positions)
Image: 728x90

2

Billboard Ad
(up to 5 positions)
Image: 970x250

3

Homepage Logo Bar*
(12 positions - no rotation, always on)
Image: 120x40

4

Monthly Exposure/Rectangle Ad
(up to 5 positions)
Image: 300x250

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Website Banners

seedtoday.com
Display Advertising

BUILD BRAND AWARENESS AT SEEDTODAY.COM

GET 100% attention with the welcome interstitial ad on the **Seed Today** website.
Excellent for new product announcements, strong branding messages, or generating response.

HOW IT WORKS:

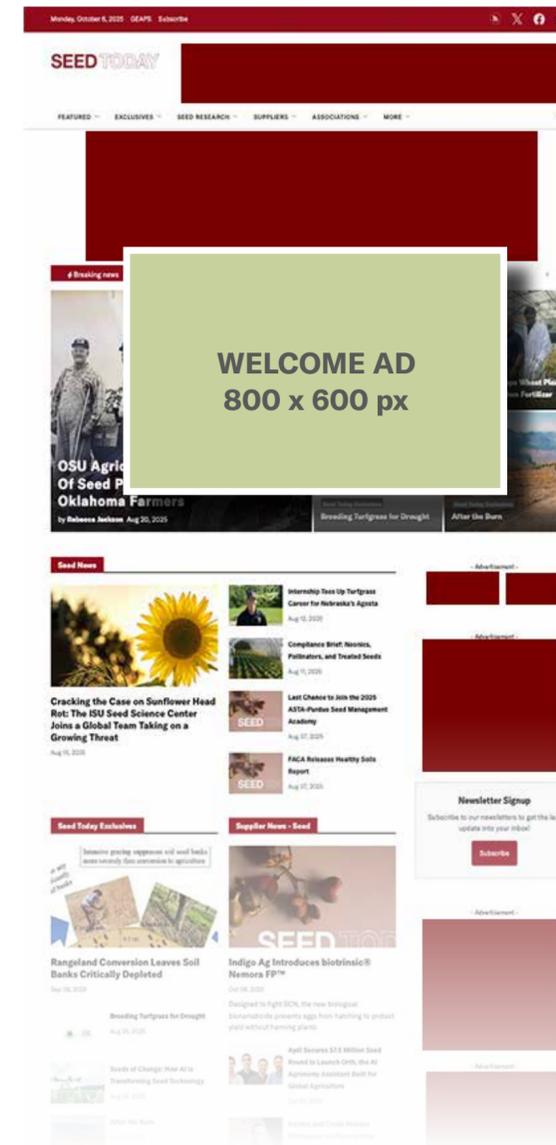
- The welcome interstitial ad appears whenever a visitor first comes to the **Seed Today** website
- The ad appears once per day per visitor
- The visitor may click to skip the ad, or the ad will automatically go away after 20 seconds
- SPECS: up to 800 x 600 / 500 KB file size max (desktop only)
- Exclusive ads can run geographically

OPTION 3: WELCOME/INTERSTITIAL AD

1 WEEK:	\$1,000 net
1 MONTH:	\$3,000 net

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Newsletters

FOCUSED ONLINE PUBLICATIONS CONNECT YOU WITH CUSTOMERS

Seed Today produces standard and custom monthly and weekly newsletters that cover a wide variety of topics of interest to our community. As a newsletter sponsor, your message will help you gain awareness and educate our list of 4,500 grain and feed professionals.

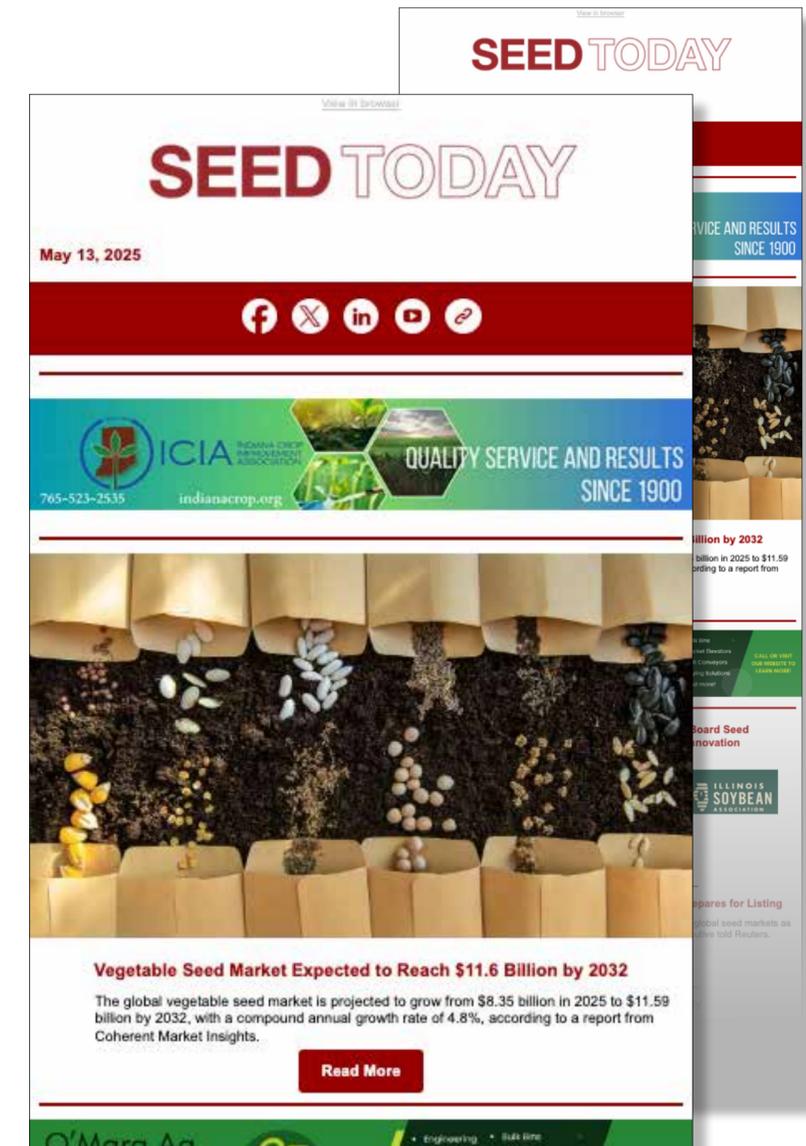
Distribution Dates	Every other Tuesday
Top Ad Position	\$160
2nd Ad Position	\$135
3rd Ad Position	\$110
4th Ad Position	\$80

SPECIFICATIONS:

Please submit ads as a JPEG.
All Newsletter Banner Ads are 600 x100 Pixels.

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NEWSLETTER



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eBlasts

TRANSLATE INDUSTRY EXPERTISE INTO ACTIONABLE SALES LEADS

eBlasts deliver your message through:

- Advertiser-Provided HTML messages
- White Papers
- Videos
- Research

Sponsor any of these exclusive e-blasts and receive contact information for all recipients who access your message.

What do you receive with **Seed Today** e-blasts?

- A dedicated e-blast to our 4,500 industry professionals
- Hosting your white paper or video on seedtoday.com
- Lead generation that does not intrude on the user experience

SPECIFICATIONS:

- HTML versions of each message
- Text versions of each message (optional)
- Subject line
- Email address for testing and approval
- Suppression list (optional)



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Product Launch Package

PROMOTE YOUR NEW PRODUCTS ACROSS ALL OF SEED TODAY'S PLATFORMS

Build awareness of your new product or service—and generate leads—with our Product Launch Package. This comprehensive program includes:

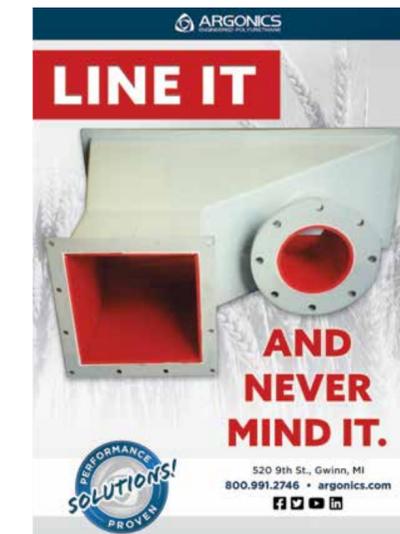
- Promotion in the print issue with a Sponsored Product placement
- A dedicated email to our 4,500+ industry professionals promoting your product and directing traffic to your site
- Full Page Ad

SPECIFICATIONS:

- A 100- to 150-word description of your product or service
- High-resolution photos to accompany your listing
- Company logo

Rate:
\$2,250 net

full page ad



300x250 boombox web ad



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Social Media Sponsored Posts

FOCUSED ONLINE PUBLICATIONS CONNECT YOU WITH CUSTOMERS

Reach an expanded audience of facility management teams through our social channels, with a guaranteed 20,000 impressions per placement. Market your product on our Facebook, X, and LinkedIn pages, and through additional targeted advertising under the **Seed Today** banner.

SPECIFICATIONS:

- Facebook: Image 1200 x 630 pixels (square 1200 x 1200)
- X: Image 400 x 400 pixels (min 200 x 200)
- LinkedIn: Image 1200 x 1200 or 1080 x 1350 pixels

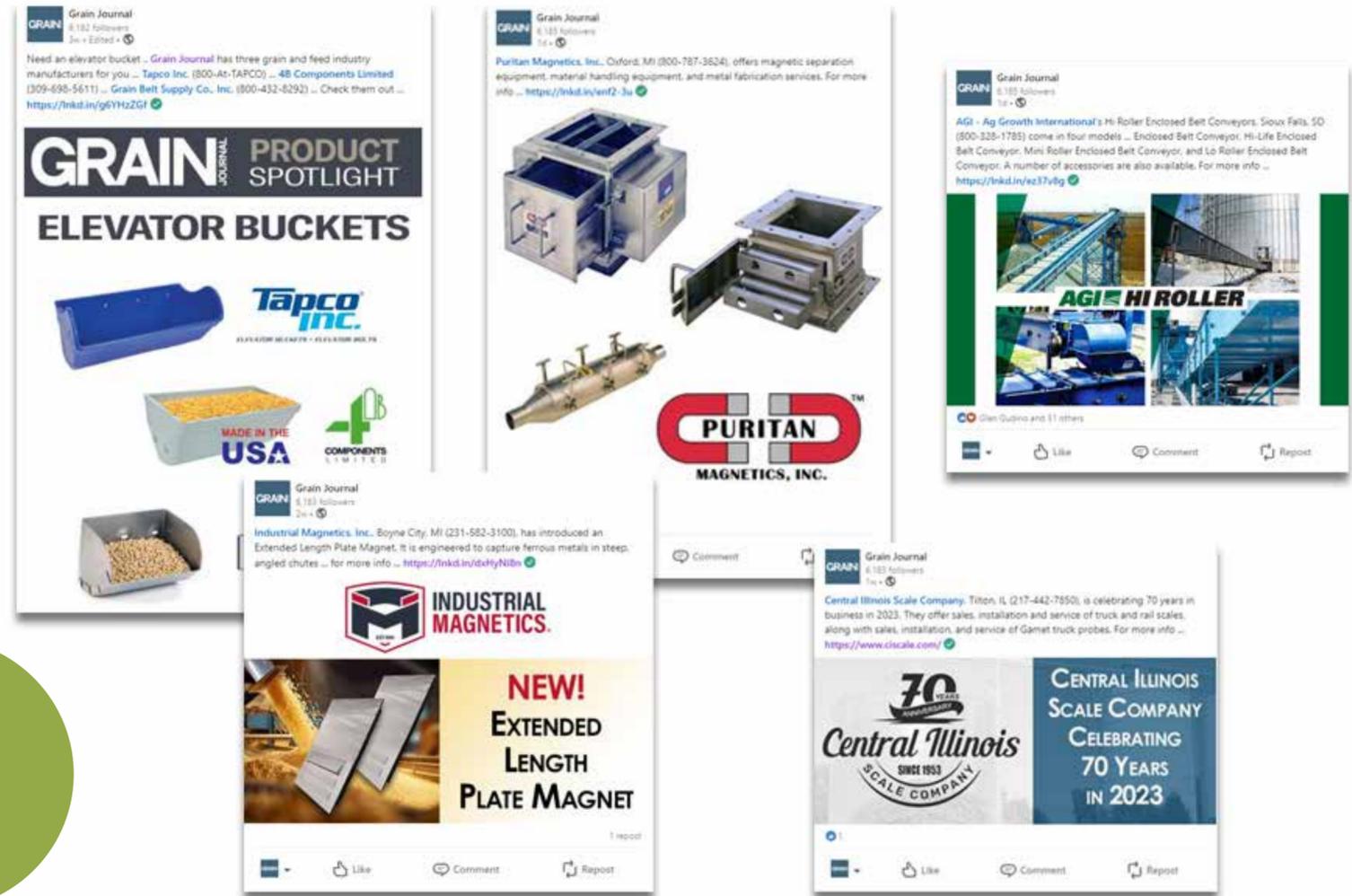
CLICK BELOW FOR SAMPLES

FACEBOOK

LINKEDIN

X

Rate: \$1,200 per week net



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Exclusive Webinars

INITIATE A CONVERSATION WITH YOUR TARGET AUDIENCE

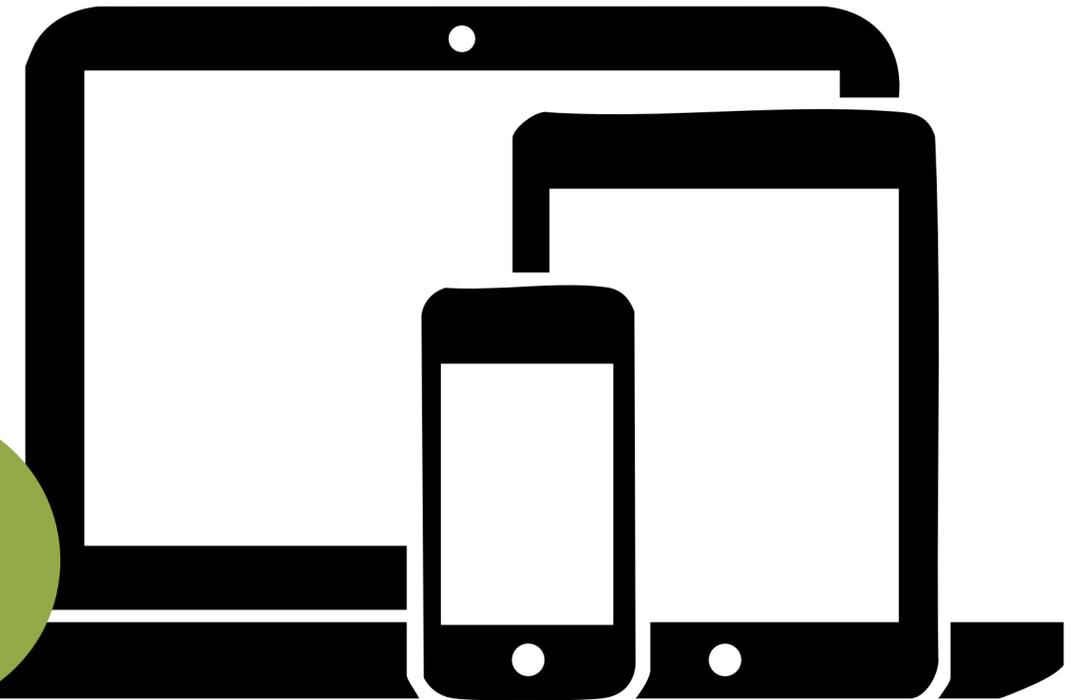
Seed Today webinars are an excellent way to:

- Demonstrate your technical expertise
- Advance the educational aspect of your marketing plan
- Position your company as an industry thought leader
- Arm buyers and specifiers with information they need to make buying decisions

SPECIFICATIONS:

- You choose the topic, provide the presenter, and are the exclusive sponsor. Seed Today will set up the webinar, promote it, and provide attendee leads.

Rate:
\$5,995
net



YOUR WEBINAR SPONSORSHIP INCLUDES:

LEAD GENERATION— Receive leads from live-event registrants and on-demand viewers. The webinar is archived on our website, seedtoday.com, for future viewing.

FULL PROMOTION— Includes pre- and post-event eblasts to our audience, online banner ads, advertising in the webinar, and print-magazine and newsletter promotion.

YOUR PROMOTIONAL SLIDE INCLUDED IN THE PRESENTATION, along with moderator mention of your company as a sponsor.

Sponsor receives input on questions for the registration page and Q&A.

Webinars are archived for one year on seedtoday.com.

CLICK BELOW FOR SAMPLES

[View Webinars](#)

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Podcasts

CONNECT YOUR THOUGHT LEADERS WITH OUR DECISION MAKERS

Seed Today podcasts are audio conversations in which our vice president of editorial and content, Kristin Joker, discusses issues and strategies with a variety of industry experts. Exclusive sponsorship reaches 25,000+ industry professionals.

Podcasts are supported by a resource page at seedtoday.com and available for download from the website or popular podcast apps for 12 months. A lead-gen eblast will be sent to our 4,500 email readers, and the podcasts will also be promoted through **Seed Today** magazine, the magazine website, Twitter, Facebook and LinkedIn.

SPECIFICATIONS:

- Podcasts are audio-only conversations with **Seed Today's** editorial director
- Typical recording length is 30 to 40 minutes
- Sponsor provides topic and subject-matter expert
- **Seed Today** records and edits podcast and provides promotion.

Rate:
\$3,950 net



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