

## 2020 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.

## 2020/2021 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 2020 issues and online version.

## Editorial Content and Closing Dates

### FIRST QUARTER

Turf and Forage Focus ISF World Seed Conference  
Closing Feb. 7 • Material Due Feb. 14  
Publication Date **February 28, 2020**

### SECOND QUARTER

Buyer's Guide Issue • Annual ASTA Conference  
Closing April 3 • Material Due April 10  
Publication Date **May 8, 2020**

### THIRD QUARTER

ASTA Farm/Lawn Conference  
Western Seed Convention  
Closing July 10 • Material Due July 17  
Publication Date **August 21, 2020**

### FOURTH QUARTER

Corn and Soybean Focus  
ASTA Conference  
IPSA Convention  
Southern Seedmen's Convention  
Closing Oct. 2 • Material Due Oct. 9  
Publication Date **November 13, 2020**

## AD SIZES AND MECHANICAL REQUIREMENTS



Full Page  
7.25"x9.75"

Trim 8.5"x10.875"  
Bleed 9"x11.5"



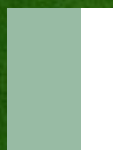
1/2 Page  
Island  
4.75"x7.33"



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.