

# 2019 MEDIA KIT



**ADVERTISING**  
opportunities with  
the leading grain  
science community

**AACC**  
INTERNATIONAL

Cereals & Grains Association

## AACCI — CEREALS & GRAINS ASSOCIATION

A global, nonprofit association of more than 1,600 scientists and food industry professionals working to advance the understanding and knowledge of cereal and grain science and its product development applications through research, leadership, education, superior technical services, and advocacy.

### Cereal Foods World®

A bi-monthly publication of Cereals & Grains Association. Food industry professionals rely on *Cereal Foods World* to bring them the most current industry and product information. Contributors are industry professionals with hands-on experience in science and technology related to grains. *Cereal Foods World* includes articles that focus on food chemistry, nutrition, processing, regulatory, product development and applications, quality assurance, analytical procedures, food safety, and other technical areas.

### Cereal Chemistry®

An international journal publishing high-quality scientific papers reporting significant, recent research in the areas of genetics, composition, processing, and utilization of grains including barley, maize, millet, oats, rice, rye, sorghum, triticale, wheat, pulses (beans, lentils, peas, etc.), oilseeds, and specialty crops (amaranth, flax, quinoa, and others). Research that advances the fields of instrumentation, analysis, and methodology are covered, as well as utilization of grains as they relate to human and animal health or nutrition.

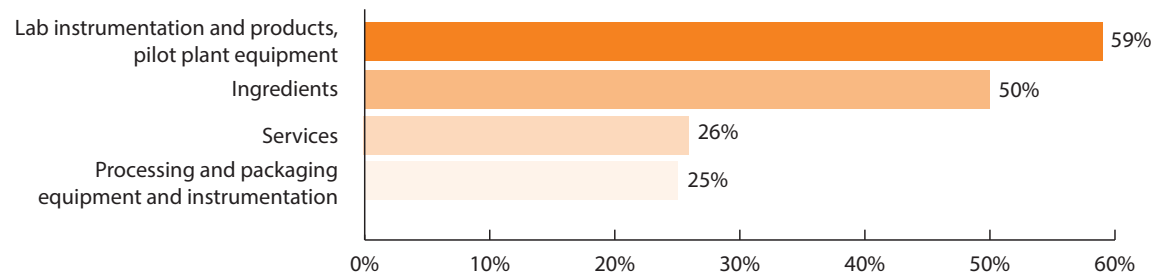
## Audience Profile

Our audience includes food scientists, chemists, microbiologists, engineers, nutritionists, and those interested in the cereal grains and related industries, including those in product development, quality control, marketing, technical sales, and production management.

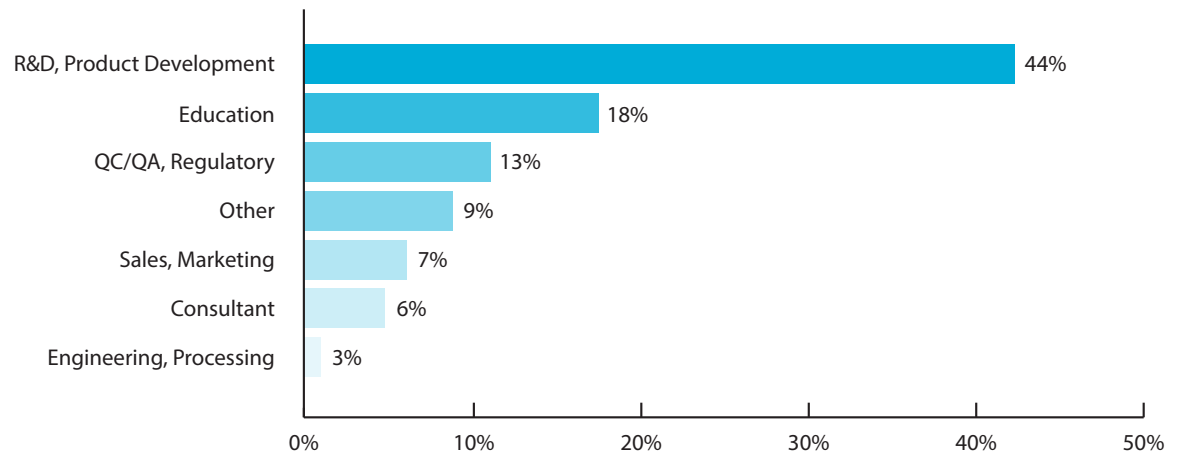
- According to the membership poll, *Cereal Chemistry* and *Cereal Foods World* are among the top five member benefits. *Cereal Foods World* ranked #2 on the list of “Most Valuable AACCI — Cereals & Grains Association Offerings” and *Cereal Chemistry* ranked #4.
- 66% of the members read *Cereal Foods World* and 71% read *Cereal Chemistry* regularly.

## Purchasing Influence

61% of our members have purchasing influence. Here’s where they do:



## Primary Job Responsibility



# RATES & SPECIFICATIONS

## Cereal Foods World

Accessed online by more than 1,600 members and other scientists and professionals.

### Advertorial:

**Rate:** \$3,000+

**Size:** 729 pixels wide

**Format:** jpg

**Resolution:** 300 ppi

**Materials due date:** Two weeks prior to the correlating issue month

### Advertising in one issue of CFW provides you the following:

- (1) Digital CFW homepage ad
- (1) Digital CFW correlating issue homepage ad and
- (1) Digital Logo + URL on CFW website

### Digital Ad Rates:

Homepage Ad or Logo + URL:

- 1x rate: \$1,600
- 3x rate: \$1,400
- 6x rate: \$1,200

### Digital Ad Specs:

**Cereal Foods World Homepage Ad and Correlating Issue Homepage Ad**

**Size:** 191 pixels wide x 163 pixels tall

**Format:** jpg or png

**Resolution:** 72 ppi

**Materials due date:** One week prior to first month of correlating issue

### Logo + URL

**Size:** 191 pixels wide x 163 pixels tall

**Format:** jpg or png

**Resolution:** 72 ppi

**Materials due date:** One week prior to first month of correlating issue

### Cereal Foods World Issue Deadlines

Issue	Topic	Materials Due	Target Online
Jan/Feb	Global Food Systems/Analytical	12/25/2018	01/18/2019
March/April	Safety & Security	02/22/2019	03/04/2019
May/June	Health & Nutrition	04/24/2019	05/06/2019
July/Aug	Processing/Pre-Annual Meeting	06/24/2019	08/08/2019
Sept/Oct	Cereal Foods	08/23/2019	09/06/2019
Nov/Dec	Product Development & Innovation	10/08/2019	10/31/2019

## Cereal Chemistry

Accessed by thousands of scientists through more than 500 online subscribers at major food companies and universities worldwide. More than 130 institutions and universities also provide these print journals to their patrons.

### Print Ad Rates:

	1x	3x	6x
Full Page	\$1,600	\$1,400	\$1,200
Half Page	\$1,350	\$1,150	\$950

Quarter Page Focus Issue \$2,000

Logo + URL Virtual Issue \$1,000

### Print Ad Specs:

**Medium:** Press-ready PDF

**Platform:** MacIntosh

**Software:** Adobe InDesign, Illustrator, Photoshop

**Format:** eps or tif; composite PDF v1.3 (Acrobat 4.0 compatible). If possible, please conform to PDF/X-1a.

**Resolution:** 300 dpi

### Print Ad Sizes:

	Width	Depth
Full Page	7"	9-7/8"
Full Page Bleed*	8-3/4"	11-1/4"
Half Page Vertical	3-3/8"	9-7/8"
Half Page Vertical Bleed*	4-1/4"	11-1/4"
Half page Horizontal	7"	4-7/8"
Half Page Horizontal Bleed*	8-3/4"	5-3/8"

**Trim Size:** 8-1/2" wide x 11" deep (215.9 mm wide x 279.5 mm deep)

\* Files *must* be set up to 100% of final output size, allowing 1/8" (3.18 mm) bleed for bleed ads. Keep live matter 1/4" (6.35 mm) from trim edges.

### Cereal Chemistry Print Deadlines

Issue	Materials Due	Target Online	Target Print Publication Date
**Jan/Feb	12/20/2018	01/02/2019	01/11/2019
March/April	02/18/2019	03/02/2019	03/12/2019
May/June	04/18/2019	05/01/2019	05/10/2019
July/August	06/19/2019	07/02/2019	07/11/2019
Sept/Oct	08/20/2019	09/02/2019	09/11/2019
Nov/Dec	10/21/2019	11/02/2019	11/12/2019
**Jan/Feb	12/20/2019	12/30/2019	01/06/2020

\*\*Cereal Chemistry Focus Issues:

Jan/Feb 2019: Asian Products

Jan/Feb 2020: Cereal Grains for Nutrition and Health

### Digital Ad Rates:

- 1 month: \$550
- 3 months: \$500 per month
- 6 months: \$450 per month
- 12 months: \$400 per month

### Digital Ad Specs:

**Cereal Chemistry Homepage Ad**

**Size:** 228 pixels wide x 195 pixels tall

**Format:** jpg or png

**Resolution:** 72 ppi

**Materials due date:** One week prior to the target online publication month

**Cereal Chemistry Abstract Webpage Ad**

**Size:** 140 pixels wide x 165 pixels tall

**Format:** jpg or png

**Resolution:** 72 ppi

**Materials due date:** One week prior to the target online publication date

## Advertising Policies

### Payment Terms

Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. All logos and ads must be paid before any publication. Please contact **Rhonda Wilkie** for more details at +1.651.994.3820 or [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org).

Any advertising agency or third-party booking space reservations on behalf of a client, must be current in their payment status. If they are not current, AACCI — Cereals & Grains Association reserves the right to contact the client to inform them of the delinquent payment status and the potential consequences for both the ad agency and the client.

Any production changes or services are billed at \$100 minimum.

### Cancellations

Not accepted after published space reservation closing date. All cancellations prior to space closing date must be made in writing and acknowledged by AACCI — Cereals & Grains Association. A fee of \$200 will be charged for processing all cancellations.

### Protective Clause

All advertising orders are accepted subject to the terms and provisions of the current editorial calendars/schedules. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to, text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. AACCI — Cereals & Grains Association reserves the right to discontinue, omit, or reject any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. All advertising is subject to AACCI — Cereals & Grains Association's approval. AACCI — Cereals & Grains Association reserves the right to reject advertising that is not in keeping with AACCI — Cereals & Grains Association standards. AACCI — Cereals & Grains Association reserves the right to place the word "Advertisement" with copy that, in AACCI — Cereals & Grains Association's opinion, resembles editorial matter. AACCI — Cereals & Grains Association is not liable for delays in delivery and/or non-delivery in the event of acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of AACCI — Cereals & Grains Association affecting production or delivery in any manner.

### For more information contact:

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[aacnet.org](http://aacnet.org)

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