



2021 Cereals & Grains Association Advertising Rate Card

SPACE RESERVATION

Company _____

Website _____

Contact Person _____

Title _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Telephone _____

Fax _____

E-mail _____

If Applicable, Agency Name _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

PAYMENT OPTIONS

Invoice Company
 Invoice Ad Agency
 Check made payable to Cereals & Grains Association
(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

Charge my credit card
 VISA MasterCard American Express Discover

Card No. _____

Exp. Date _____ / _____
month year

Name of Cardholder _____

Payment Terms: Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. Before any digital logo or ad can be posted, prepayment is required. Please contact Rhonda Wilkie for more details at +1.651.994.3820 or rwilkie@scisoc.org.

CEREALS & GRAINS ADVERTISING

Banner Ads
 1x rate: \$600
 3x rate: \$550
 6x rate: \$500
 12x rate: \$450

Banner Ad Options
 Homepage
 Member communication
 "Grain Bin" (the Cereals & Grains Online Community)

Banner Ads Total \$ _____

Advertorial *(published on Cereals & Grains Association website and promoted in a member communication)*

300-words: \$3,000
 500-words: \$5,000

Advertorial Total \$ _____

Company Spotlight

1x rate: \$3,000
 2x rate: \$5,000

Materials

Company article for publication
 Interview Q&A

Company Spotlight Total \$ _____

Classified Ads

Job listing in CFWToC email: \$500
 Job listing on CFW homepage: \$500
 Job listing on CFW issue homepage: \$500
 All of the above: \$1,000

Classified Ads Total \$ _____

Cereals & Grains 21 Meeting Banner Ad

Banner ad on the meeting platform: \$3,000

Cereals & Grains 21 Meeting Banner Ad Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

Submit this reservation to:
 Brianna Plank, Director, Business Development
bplank@scisoc.org • +1.651.994.3819

Advertising Specifications, Mechanical Requirements, and Deadlines

Banner Ads

Homepage

Format: Online

Ad specifications:

- 407 pixels wide × 127 pixels tall **AND** 300 pixels wide × 421 pixels tall
- jpg, png, gif (non-animated)
- **Materials due:** (1) week prior to month ad runs

Note: Ads will go live the first weekday of each month

Member Communication

Inquire for specifications and deadlines

Online Community

Format: Online

Ad specifications:

- 728 pixels wide × 90 pixels tall
- jpg or png (non-animated)
- **Materials due:** (2) weeks prior to ad start date

Advertorial

Advertorial specifications:

- Information will be provided from Cereals & Grains Association staff before posting, prior to the issue the advertorial will appear in.
- **Materials due:** (1) week prior to first month of correlating issue

Company Spotlight

Company spotlight specifications:

- Spotlight Format: Article or interview (Q&A)
- Logo format: jpg or png
- Logo size: 191 pixels wide × 163 pixels tall
- Logo resolution: 72 ppi
- **Materials due:** (2) weeks prior to issue publication

Ad and logo specifications:

- 191 pixels wide × 163 pixels tall
- Format jpg or png
- 72 ppi resolution

Classified Ads

Classified ads specifications:

Format: Digital

Ad materials needed:

- Job title
- Link to job application or 50-word summary of role
- Logo + URL (if not providing a link to the application)
- Internal contact for questions
- **Materials due:** (1) week prior to the publication in *Cereal Foods World* Table of Contents Email Alert

Cereals & Grains 21 Meeting Banner

Format: Digital

Ad Specifications:

- 1200 pixels wide × 200 pixels tall
- jpg or png (non-animated)
- File size must be less than 400kB
- **Materials due:** by Wednesday, November 3

Cereals & Grains Association Advertising Policies

All ads and “sponsor by” logos are to be prepaid before any type of publication. 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, the Cereals & Grains Association (we) 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. Production changes or services are billed at \$100 minimum. Cancellations must be made by the space reservation materials due date, otherwise no refund will be made. All advertising orders are accepted subject to the terms and provisions of the current editorial calendar. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to, text, illustrations, 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. 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 Cereals & Grains Association’s approval. We reserve the right to reject advertising that is not in keeping with our standards. We reserve the right to place the word “Advertisement” with copy that, in our opinion, resembles editorial matter. We are 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 Cereals & Grains Association affecting production or delivery in any manner.

