



# 2022 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)*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](mailto:rwilkie@scisoc.org).

## CEREALS & GRAINS ADVERTISING

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

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

**Advertorial Total \$** \_\_\_\_\_

### 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 \$** \_\_\_\_\_

### Cereals & Grains 22 Meeting Banner Ad

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

**Cereals & Grains 22 Meeting Banner Ad Total \$** \_\_\_\_\_

### Classified Ads

\$500 and includes placement in the following places:  
 Job listing spotlighted in member email or Grain Bin (online community) email alerts  
 Job listing included in social media post

**Classified Ads Total \$** \_\_\_\_\_

### Company Spotlight

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

### Materials

Company article for publication  
 Interview Q&A

**Company Spotlight Total \$** \_\_\_\_\_

### Email Blast

\$2,800

**Email Blast Total \$** \_\_\_\_\_

**ADVERTISING GRAND TOTAL \$** \_\_\_\_\_

**Submit this reservation to:**  
 Brianna Plank, Director, Business Development  
[bplank@scisoc.org](mailto:bplank@scisoc.org) • +1.651.994.3819

# Advertising Specifications, Mechanical Requirements, and Deadlines

## 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

## 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

## Cereals & Grains 22 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 Friday, September 16

## Classified Ads

### Classified ads specifications:

**Format:** Digital

### Ad materials needed:

- Link to job posting on careers website
- Logo + URL
- **Materials due:** 48 hours prior to posting date/email send date

## Company Spotlight

### Company spotlight specifications:

- Spotlight Format: Article or interview (Q&A)
- Logo format: jpg or png
- Logo size: 191 pixels wide x 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

## Email Blast

**Format:** Digital

### Ad Specifications:

- html
- Logo + URL
- **Materials due:** (1) week prior to email send date

## 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.

