CEREALS & GRAINS ASSOCIATION

MEDIA KIT

ADVERTISE with the trusted source in the grain science community
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 Cereals & Grains Association Offerings” and Cereal Chemistry ranked #4.
- 66% of the members read Cereal Foods World and 71% loyally read Cereal Chemistry regularly.

Purchasing Influence

72% of our members have purchasing influence. Here’s where they do:

- Lab instrumentation and products, pilot plant equipment: 72%
- Ingredients: 61%
- Services: 32%
- Processing and packaging equipment and instrumentation: 31%
- All other: 3%

Primary Job Responsibility

- R&D, Product Development: 43%
- Education: 19%
- QC/QA, Regulatory: 13%
- Sales, Marketing: 7%
- Consultant: 6%
- Engineering, Processing: 3%
- Other: 9%
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.

ADVERTORIAL

Rates | Specifications
--- | ---
$3,000+ (1-page) | Size: 729 pixels wide
$5,000+ (2-page) | Format: jpeg
 | Resolution: 300 ppi
Materials Due: Two weeks prior to Target Online due date

CFW HOMEPAGE AD

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<tr>
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<th>Size</th>
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<th>Resolution</th>
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<tr>
<td>1x: $1,800</td>
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CFW ISSUE EMAIL BLAST BANNER AD

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<td>6x: $1,400</td>
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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.

To learn about advertising opportunities and digital advertising rates with Cereal Chemistry, please contact Bob Zander, Senior Account Manager, at Wiley: +1.312.925.7648 or bzander@wiley.com.

CC PRINT ADVERTISING

Print Ad Rates (4-Color)

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<thead>
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<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$2,881</td>
<td>$2,849</td>
<td>$2,818</td>
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<tr>
<td>Half Page (Print)</td>
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Cereals & Grains Association Newsletter Advertising

Rates | Specifications
--- | ---
1x: $600 | Size: 625 pixels wide x 100 pixels tall
3x: $1,650 | Format: jpeg, png or gif (non-animated)
6x: $3,000 | Materials due: Two weeks prior to email send date
12x: $5,400 |

Cereals & Grains 20 Mobile App Advertising

Gain recognition every time the mobile app gets used at the annual meeting! Your banner ad will appear at the bottom of app screen based on the frequency you reserve below:

Rates | Frequency | Specifications
--- | --- | ---
$5,000 | 100% of the time | Size: 1242 pixels wide x 120 pixels tall
$2,500 | 25% of the time | Format: jpeg, png or gif (non-animated)
Materials due: September 25, 2020

Cereal Foods World Issue Deadlines

<table>
<thead>
<tr>
<th>Issue Months</th>
<th>Focus Issue</th>
<th>Target Online Date</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>Global Food Systems/Analytical</td>
<td>01/10/20</td>
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<tr>
<td>March/April</td>
<td>Safety &amp; Security</td>
<td>03/06/20</td>
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<tr>
<td>May/June</td>
<td>Health &amp; Nutrition</td>
<td>05/01/20</td>
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<td>July/August</td>
<td>Processing / Pre-Annual Meeting</td>
<td>07/10/20</td>
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<tr>
<td>Sept/October</td>
<td>Cereal Foods</td>
<td>09/04/20</td>
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<td>Nov/Dec</td>
<td>Product Development &amp; Innovation</td>
<td>11/06/20</td>
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Cereals & Grains Association Webinars
Cereals & Grains Association members have access to all webinars created and published by our organization, and non-members pay to attend our scientific webinars! These resources are scientific staples for the cereals and grains community – associate your brand with the science that propels innovation in our industry!

Sponsor a Cereals & Grains Association Webinar
1x rate: $1,200
3x rate: $1,000
One year: $800

Rate per webinar: $3,000+

Sponsor and Organize your own Webinar
Looking to share scientific content with our membership? Sponsor the opportunity to organize a webinar that will live on with Cereals & Grains Association!

Cereals & Grains Association Podcast
Support the cereals and grains industry and those who play an integral role in it! New in 2020, the Cereals & Grains Association Podcast is launching to cover new and interesting content in the cereals and grains industry! Hot topics and one-on-one interviews will be featured throughout the year – an easy-to-digest resource that connects sponsors with their target audience!

Sponsorship Rates
15-second ad roll
30-second ad roll
3 months: $1,500 $3,000
12 months: $5,000 $10,000

Materials needed:
- written copy to be recorded by Cereals & Grains Association
- company logo + URL

Materials Due: Two weeks prior to sponsorship implementation date

For more information contact:
Brianna Plank, Director, Business Development
bplank@scisoc.org | +1.651.994.3819
cerealsgrains.org

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.

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, 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 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. 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. Cereals & Grains Association reserves the right to reject advertising that is not in keeping with Cereals & Grains Association standards. Cereals & Grains Association reserves the right to place the word “Advertisement” with copy that, in Cereals & Grains Association’s opinion, resembles editorial matter. 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 Cereals & Grains Association affecting production or delivery in any manner.