

# CEREALS & GRAINS ASSOCIATION

## MEDIA KIT



**ADVERTISE**  
with the **trusted**  
source in the grain  
science community





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.**

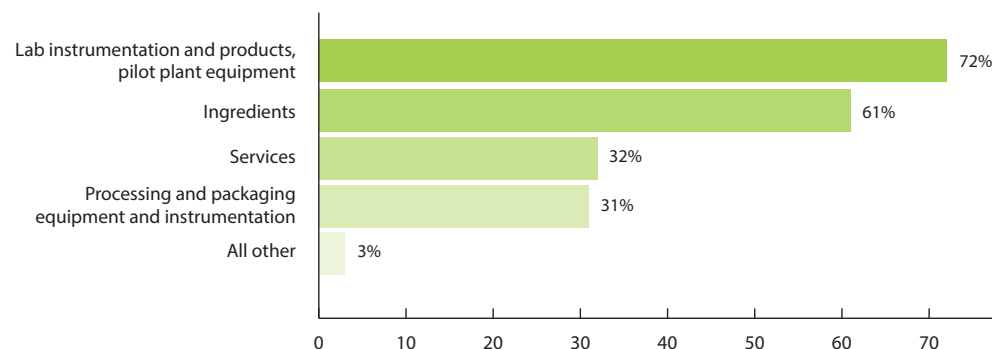
## Audience Profile

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.

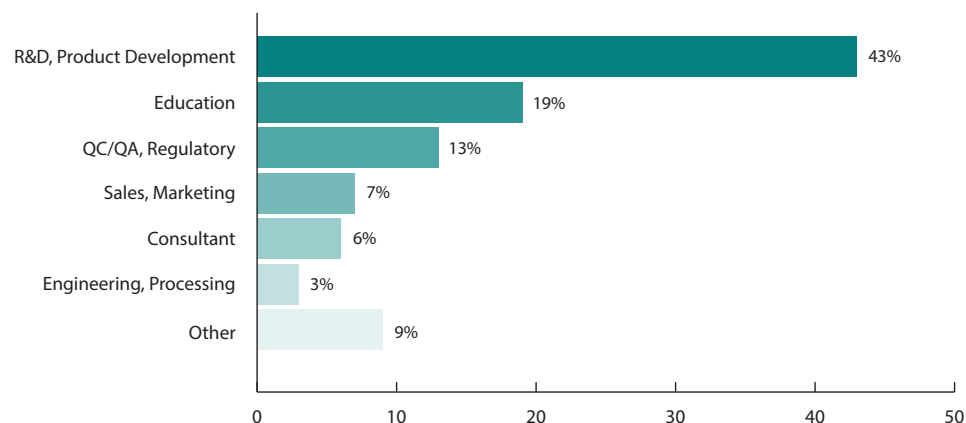
- According to the membership poll, *Cereal Chemistry* and *Cereal Foods World* are among the top five member benefits. ***Cereal Foods World* ranked #2** on the list of ***"Most Valuable Cereals & Grains Association Offerings"*** and ***Cereal Chemistry* ranked #4.**
- 66% of the members read *Cereal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

## Purchasing Influence

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

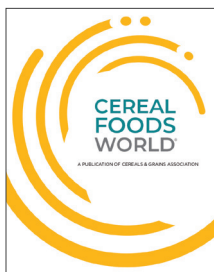


## Primary Job Responsibility



# RATES & SPECIFICATIONS

## 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

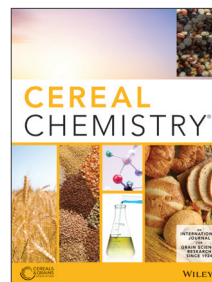
### CFW HOMEPAGE AD

1x rate: \$1,800	Size: 191 pixels wide x 163 pixels tall
3x rate: \$1,600	Format: jpeg
6x rate: \$1,400	Resolution: 72 ppi
	Materials Due: One week prior to Target Online date

### CFW ISSUE EMAIL BLAST BANNER AD

1x rate: \$1,800	Size: 650 pixels wide x 250 pixels tall
3x rate: \$1,600	Format: jpeg
6x rate: \$1,400	Resolution: 72 ppi
	Materials Due: One week prior to Target Online date

## 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](mailto:bzander@wiley.com).

### CC PRINT ADVERTISING

#### Print Ad Rates (4-Color)

	1x	3x	6x	12x	24x
Full Page	\$2,881	\$2,849	\$2,818	\$2,733	\$2,717
Half Page (Print)	\$1,652	\$1,637	\$1,621	\$1,590	\$1,543

## Cereals & Grains Association Newsletter Advertising

Rates	Specifications
1x: \$600	Size: 625 pixels wide x 100 pixels tall
3x: \$1,650	Format: jpg, 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

Issue Months	Focus Issue	Target Online Date
Jan/Feb	Global Food Systems/Analytical	01/10/20
March/April	Safety & Security	03/06/20
May/June	Health & Nutrition	05/01/20
July/August	Processing / Pre-Annual Meeting	07/10/20
Sept/October	Cereal Foods	09/04/20
Nov/Dec	Product Development & Innovation	11/06/20

# OTHER AD OPPORTUNITIES

## New Advertising Platforms with Cereals & Grains Association

### 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

#### 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!

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

### 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
<b>3 months:</b>	\$1,500	\$3,000
<b>12 months:</b>	\$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

## 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, 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.



### For more information contact:

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