

# 2013 AACC International Media Kit

## Audience

AACC International's 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.

## Value-Added Programs

AACCI is committed to building strong alliances with its partners by designing value-added packages (Platinum, Gold, and Silver partnership opportunities) that will open doors for your organization throughout the field of grain science. Our partnership program enables you to *differentiate* your company from your competitors, contributing to your business growth. Our two journals, *Cereal Foods World*® (*CFW*) and *Cereal Chemistry*®, and our multimedia journal, *CFW Plexus*, are leading sources of information on grain-based science, technology, and product development.

## AACCI Partnership Packages\*

**PLATINUM**  
Partnership Package  
\$12,000

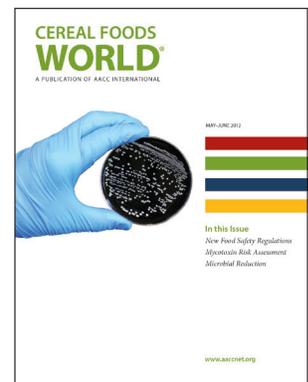
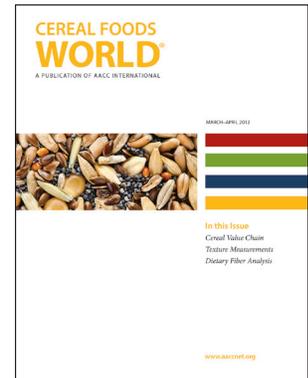
- 6 four-color full-page advertisements in *CFW* - includes 3 special position ads or *Cereal Chemistry* (all ads are special position)
- Logo and website address on AACCI Partners page in each issue of *CFW* and *Cereal Chemistry* and on *AACCnet.org*, which links to company landing page
- Logo on AACCI homepage, *CFW*, *CFW Plexus*, linked to AACCI Partners page
- Logo in AACCI annual meeting program book
- Logo on AACCI meeting signage
- 2 digital ads on *AACCnet.org*

**GOLD**  
Partnership Package  
\$7,800

- 4 four-color full-page advertisements in *CFW* - includes 1 special position ad or *Cereal Chemistry* (all ads are special position in *Cereal Chemistry*)
- Logo and website address on AACCI Partners page in each issue of *CFW* and *Cereal Chemistry* and on *AACCnet.org*, which links to company landing page
- Logo on AACCI homepage, *CFW*, *CFW Plexus*, linked to AACCI Partners page
- Logo in AACCI annual meeting program book
- Logo on AACCI meeting signage
- 1 digital ad on *AACCnet.org*

**SILVER**  
Partnership Package  
\$5,800

- 3 four-color full-page advertisements in *CFW* or *Cereal Chemistry* (all ads are special position in *Cereal Chemistry*)
- Logo and website address on AACCI Partners page in each issue of *CFW* and *Cereal Chemistry* and on *AACCnet.org*, which links to company landing page
- Logo on AACCI homepage, *CFW*, *CFW Plexus*, linked to AACCI Partners page
- Logo in AACCI annual meeting program book
- Logo on AACCI meeting signage



 **CFW Plexus**

*Our partnership program enables you to differentiate your company from your competitors, contributing to your business growth.*

\*Focus issues of *Cereal Chemistry* are excluded from AACCI Partnership Packages.

## Non-Partnership Print Advertising Rates

The following advertising rates apply to both *CFW* and *Cereal Chemistry*. Please note that ad space in *Cereal Chemistry* is limited to full-page ads on Covers 2, 3, and 4 (special position charges do not apply).

	× 1	× 3	× 6
Full Page	\$2,765	\$2,685	\$2,495
<i>Additional CFW ad sizes:</i>			
Half Page Island	\$2,360	\$2,305	\$2,260
Half Page (horizontal or vertical)	\$2,245	\$2,185	\$2,150
Third Page	\$2,165	\$2,110	\$2,044
Quarter Page	\$2,040	\$2,000	\$1,950

**Black and White Discount:** \$900 reduction on all prices shown above

**Special Position Charges (CFW only):** Cover 4 or Cover 2 add \$400.

Cover 3 or other position add \$300.

## Digital Advertising Rates

The following advertising rates for digital ads apply to the following pages of *AACCnet.org*: homepage, *Cereal Foods World*, *CFW Plexus*, and *CFW Plexus Spotlight*. All digital ads run 228 pixels wide x 195 pixels tall at 72 dpi. There are savings in running your digital ad three months or more. Digital ads are paid for in advance.

**Homepage** – This is the first page all viewers see when coming to *AACCnet.org*.

***Cereal Foods World*** – This page consists of articles from *Cereal Foods World* print version.

***CFW Plexus*** – This page consists of an interwoven online tool including webcasts, research papers, and other unique online content.

***CFW Plexus Spotlight*** – This page highlights a specific topic related to cereal grains.

1 month	3 months	6 months	1 year
\$500	\$475	\$450	\$400

## Editorial Calendars

### *CFW*

Issue	Editorial Theme	Ad Close	Deliver
January-February	Health & Nutrition	12/11/12	1/28/13
March-April	Specialty Grains & Pulses	2/7/13	3/15/13
May-June	Quality Measures	4/8/13	5/14/13
July-August	Processing Advances/Pre Annual Meeting	6/6/13	7/16/13
September-October	Baked Products	8/8/13	9/16/13
November-December	Product Development & Innovation	10/23/13	12/2/13

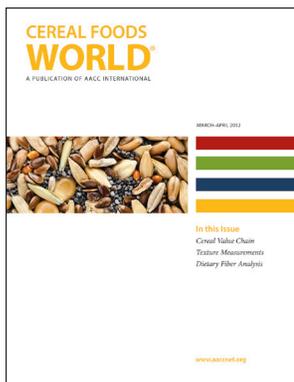
### *Cereal Chemistry*

Issue	Ad Close	Deliver
January-February	12/5/12	1/16/13
March-April	2/1/13	3/15/13
May-June	4/2/13	5/15/13
July-August	6/3/13	7/16/13
September-October	8/1/13	9/16/13
November-December	10/3/13	11/15/13

See Mechanical Requirements on page 4 for ad measurements and file specifications.



For further information on advertising and partnership opportunities, please contact:  
Cindy Anderson  
+1.651.994.3848  
canderson@scisoc.org



## Commission and Payment Terms

A 15% commission to recognized agencies, if invoiced, is paid within 30 days of the invoice date. No cash discount. Commission is not allowed on other charges, such as back-up or tip-in charges for inserts, reprints, production costs, conversions, typesetting, or special binding and trimming.

## Protective Clause

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, 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. AACC International 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 AACC International's approval. AACC International reserves the right to reject advertising that is not in keeping with AACC International's standards. AACC International reserves the right to place the word "Advertisement" with copy that, in AACC International's opinion, resembles editorial matter. AACC International is not liable for delays in delivery and/or nondelivery in the event of acts of God, action by any governmental or quasigovernmental 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 AACC International affecting production or delivery in any manner.

## Classified Advertising in CFW

CFW classified ads appear in the News section of the journal, and they come in two formats: newspaper style or display ad style. Contact Managing Editor Jordana Anker (janker@scisoc.org) for more information.

## Bibliographic Information

CFW – ISSN: 0146-6283; Number of issues per year: 6;

Frequency: Bi-monthly

Cereal Chemistry – ISSN: 0009-0352; Number of issues per year: 6;

Frequency: Bi-monthly

## Print format

CFW 8-1/2" × 11" (215.9 mm w × 279.5 mm d) on coated stock.

Cereal Chemistry 8-1/2" × 11" (215.9 mm w × 279.5 mm d)

## Total Distribution

CFW – More than 4,000 readers per issue.

Territorial (print only): 67% U.S.A.; 8% Canada and Mexico;  
25% Outside North America

Cereal Chemistry – Accessed by thousands of scientists through more than 100 online institutional subscriptions at major universities and food companies worldwide. More than 300 companies and libraries also provide print journals to their patrons, and 750 members subscribe to receive personal copies.

Territorial (print only): 50% U.S.A.; 6% Canada and Mexico;  
44% Outside North America

## 2013 Nonmember Print Subscription Rates

CFW – U.S.A. \$398 • Elsewhere \$465

Cereal Chemistry – U.S.A. \$799 • Elsewhere \$844

## Published by AACC International

AACCI is a professional organization of members who specialize in grain research and the use of grains in foods. AACCI is a global organization focused on the advancement of grain science. Industry, academia, and government institutions rely on AACCI to identify emerging issues, foster science-based solutions, and investigate and develop analytical methodology and to make this information readily available. From taking action on current issues affecting the grain-based foods industry to creating globally accepted definitions, AACCI members help shape the future of grain-based food products and policy.

# Mechanical Requirements

**Printing Process:** Offset Lithography

**Paper Stock:** Coated

**CFW Column Format:**

Three columns per page: Column width 2-1/8" (53.98 mm)

Two columns per page: Column width 3-3/8" (85.73 mm)

Column depth: 10" (254 mm)

Print Ad Sizes:	Inches		Millimeters	
	Width	Depth	Width	Depth
<b>Full Page</b>	7	10	177.8	254
Full Page Bleed*	8-3/4	11-1/4	222.25	285.75
<i>Additional CFW size options:</i>				
Half Page Island	4-1/2	7-1/2	114.3	190.5
Half Page Vertical	3-3/8	10	85.73	254
Half Page Vertical Bleed*	4-1/4	11-1/4	107.95	285.75
Half Page Horizontal	7	4-7/8	177.8	123.83
Half Page Horizontal Bleed*	8-3/4	5-3/8	222.25	136.53
Third Page Vertical	2-1/8	10	53.98	254
Third Page Island	4-1/2	4-7/8	114.3	123.83
Quarter Page Vertical	3-3/8	4-7/8	85.73	123.83

**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.

**Print Ad Specifications:**

When submitting materials for print, please adhere to the following guidelines:

**Medium:** CD, USB flash drive, or e-mail attachment

**Platform:** MacIntosh

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

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

**Resolution:** 300 dpi

- 4-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be supplied.
- A hard copy of the file must accompany a file supplied on CD or flash drive.
- For color proofing, a SWOP quality contact proof should be supplied.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges.

Online Digital Ad Size:	Pixels	
	Width	Depth
	228	195

**Format:** jpg or png    **Resolution:** 72 dpi

**Logo Specifications:**

**Format:** eps or tif    **Resolution:** 300 dpi

- Type must be vectorized, or font(s) must be supplied.
- A hard copy of the file must accompany a file supplied on CD or flash drive.

**Ad Materials Storage:** Your materials are kept on file for a minimum of 18 months.



*For further information on advertising and partnership opportunities, please contact Cindy Anderson at +1.651.994.3848 or canderson@scisoc.org.*