

MEDIA KIT AND RATE CARD



**GROW YOUR
CUSTOMER BASE**

in the grain science
community with
AACC International



AACC INTERNATIONAL

A global, nonprofit association of nearly 2,000 scientists and food industry professionals working to advance the understanding and knowledge of cereal grain science and its product development applications through research, leadership, education, superior technical services, and advocacy.

Cereal Foods World®

A bi-monthly publication of AACC International. Food industry professionals rely on *Cereal Foods World* to bring them the most current industry and product information. Contributors are industry professional 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.

Cereal Chemistry®

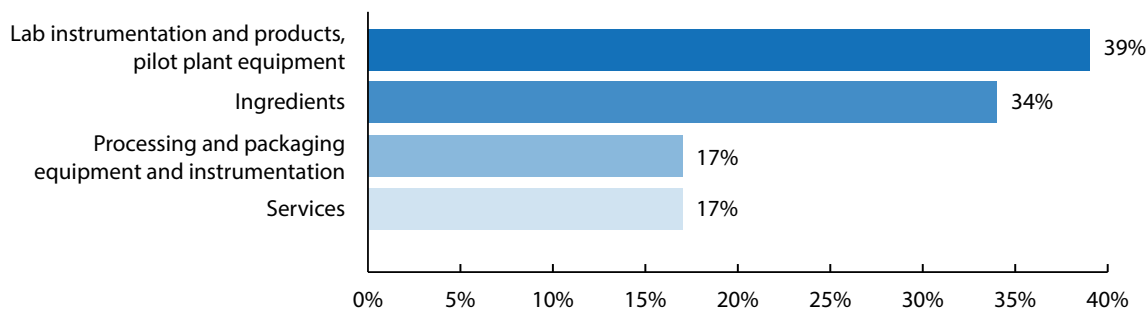
An international journal publishing high-quality scientific papers reporting significant, recent research in the areas of genetics, composition, processing, and utilization of grains including barley, maize, millet, oats, rice, rye, sorghum, triticale, wheat, pulses (beans, lentils, peas, etc.), oilseeds, 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.

Audience Profile

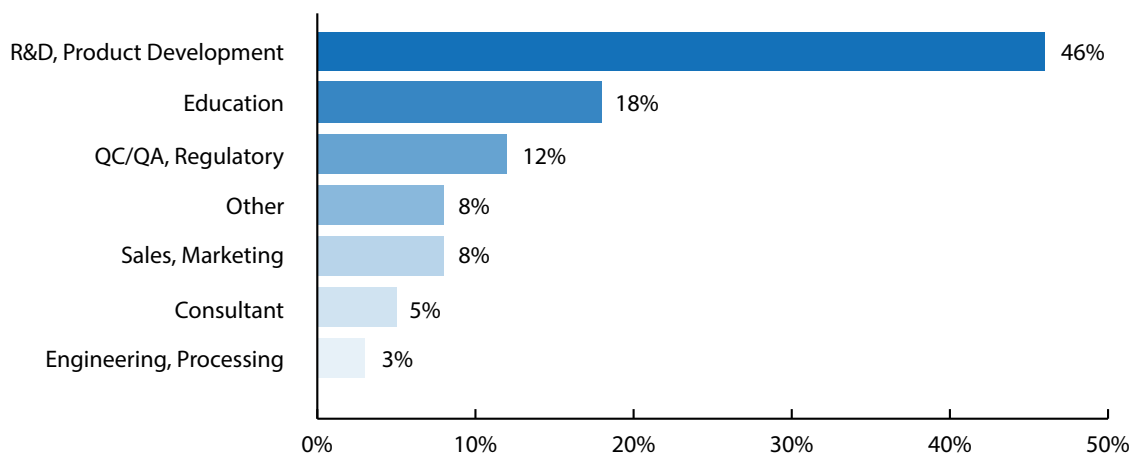
AACCI's audience includes food scientists, chemists, microbiologists, engineers, nutritionists, and those interested in the cereal grains and related industries, including those in product development, quality control, marketing, technical sales, and production management.

- 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 AACCI Offerings" and *Cereal Chemistry* ranked #4.
- 66% of the members read *Cereal Foods World* and 71% read *Cereal Chemistry* regularly.

Purchasing Influence



Primary Job Responsibility



AACCI Multimedia Partner Package connects YOU with this focused audience in various mediums.

We invite you to take advantage of an opportunity to reach professionals in cereal science with all the media outlets AACCI has to offer. Target this audience with a yearlong presence of your products or services through this excellent opportunity and **SAVE MORE THAN 20%**!

Cost \$14,000—Reach nearly 2,000 targeted e-mail viewers with an exclusive partner space one month in 'This Month @ AACCI' member communication, plus more than 4,500 viewers every month by combining exclusive 30-second video or digital ads on AACCI, *CFW*, & *Cereal Chemistry*'s homepages. *CFW* and *Cereal Chemistry* Journals have over 45,000 downloads a year; make sure your digital ad is included on all the abstract webpages for a particular issue for 2-months. Utilize AACCI to showcase your own webinar.

SPECIFIC PACKAGE DETAILS BELOW

Media	Package Details
Homepage – Media Partner Logo	Exclusive logo, rotating with other partners for 12 months
Homepage – Ad space	Ad (with video exclusive option) for 2 months
CFW – Homepage	Ad space (with video exclusive option) for 2 months
CFW – Abstract pages for the issue	Ad space for 2 months
CC – Homepage	Ad space (with video exclusive option) for 2 months
CC – Abstract pages for the issue	Ad space for 2 months
Member Search – (Directory) page	Ad space for 2 months
CFW & CC Print	Ad space, 4-color cover position for 2 issues of <i>CFW</i> and 2 issues of <i>Cereal Chemistry</i>
This Month @ AACCI	Partner space (with description, logo, and link) for 1 month
AACCI Webinar	Create your own webinar utilizing AACCI platform

Explore the individual schedules for these multimedia opportunities in the pages that follow.

AACC International provides scientific and technical information to professionals working in cereal grain science research and product development. Our journals are widely read and our publications and multimedia resources continue to move AACCI to the forefront of information dissemination with the cereal science community.

- As industry issues arise, AACCI strives to provide science-based approaches and responses to address current needs. The extensive membership base provides the creative and scientific strength to quickly react and bring together experts on issues at-hand.
- AACCI has been granted observer status with Codex, which ensures that AACCI representatives are in attendance at relevant committee meetings, such as those of the Codex Committee for Methods of Analysis and Sampling, and that AACCI member comments are recognized.
- Through its activities in methods validation, AACCI is acknowledged as a scientific authority when proposing definitions and providing comments to regulatory agencies worldwide. Key definitions developed include dietary fiber, whole grain, oat bran, glycemic carbohydrates, and aleurone.
- AACCI has provided comments on whole grain label statements; proposed guidance on food allergens, food labeling, and nutrition with respect to gluten-free foods; and health claims relating to the consumption of certain oat products to a reduced risk of coronary heart disease (CHD).

RATES AND SPECIFICATIONS

Digital Advertising

Circulation/Format

Cereal Foods World – Accessed online by approximately 2,000 members plus other scientists and professionals through more than 110 print subscriptions worldwide.

Cereal Chemistry – Accessed by thousands of scientists through more than 500 online subscribers at major food companies and universities worldwide. More than 130 institutions and universities also provide print journals to their patrons.

AACCI Homepage – Accessed by over 50,000 researchers on average within a calendar year.

Connect with the AACCI audience:

- By placing a digital ad on the AACCI homepage.
- Include a digital ad on the *CFW*, *Cereal Chemistry* homepage, and Member Search (Directory) webpage.
- Add to the mix with digital ads on *CFW*'s and *Cereal Chemistry*'s all abstract article webpages for a particular issue.
- Or as a featured sponsor of a month for 'This Month @ AACCI' monthly e-mail communication.
- Expanded placement opportunities are available through the AACCI multimedia program.

1 month	3 months	6 months	12 months
\$550 per month	\$500 per month	\$450 per month	\$400 per month

AACCI, *CFW*, and *Cereal Chemistry* Homepage Digital Ads:

Size: 228 pixels wide x 195 pixels tall

Format: jpg or png

Resolution: 72 ppi

CFW or *Cereal Chemistry* Abstract webpages and Member Search (Directory) webpage Digital Ads:

Size: 140 pixels wide x 165 pixels tall

Format: jpg or png

Resolution: 72 ppi



This Month @ AACCI E-newsletter:

Size: 625 pixels wide x 100 pixels tall

When submitting ad materials, please adhere to the following guidelines:

- Ads *must* be submitted no later than 8 days before newsletter is distributed
- You *must* provide the URL for the image and a point-roll tag if applicable
- **File Formats Accepted:** jpg, png, or non-animated gif
- **Max file size:** 40 kb
- **Image color mode:** RGB
- **Image resolution:** 72 ppi

Schedule

Issue	Distribution*	Issue	Distribution*
January	1/11/2018	July	7/19/2018
February	2/8/2018	August	8/16/2018
March	3/8/2018	September	9/13/2018
April	4/12/2018	October	10/11/2018
May	5/10/2018	November	11/8/2018
June	6/14/2018	December	12/13/2018

*Ads must be submitted no later than 8 days before the above distribution date.

Even more ways to reach the AACCI Audience

Place an ad in the Cereals & Grains 18 Program Book – accessed by all annual meeting attendees in print and digitally, as well as online viewers digitally. The Program Book is made available in PDF format online before and after the event. (An order form is provided online to reserve ad placement in the Program Book.)

Brianna Plank, Business Development Manager
bplank@scisoc.org or +1.651.994.3819

Print Ad Options

Cereal Foods World and Cereal Chemistry Journals

Advertising in *Cereal Chemistry* is limited to full-page ads on Cover 2, 3, and 4 only; NOTE the special Focus Issues are limited to quarter (¼) page vertical print ads.

Four-Color Advertising Rates

Size	1x	3x	6x
Full Page	\$1,600	\$1,400	\$1,200
Half Page (Horizontal or Vertical)	\$1,350	\$1,150	\$950
Quarter Page	\$1,100	\$900	\$700

Specials

****Cereal Chemistry Focus Issue** \$2,000 (¼ page vertical print ad along with logo & link on Focus Issue webpage, and 12-months on every abstract article webpage)

Cereal Chemistry Virtual Issues \$1,000 (logo & link online only)

Print Ad Specifications

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

Medium: Press-ready PDF preferred

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

- Four-color ads *must* be set up as CMYK (including all graphics)
- All fonts and graphics must be supplied by advertiser to Publisher
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges

Print Ad Sizes	Width	Depth	Width	Depth
Full Page	7"	9-7/8"	177.8 mm	251 mm
Full Page Bleed*	8-3/4"	11-1/4"	222.25 mm	285.85 mm
Additional CFW size options:				
Half Page Vertical	3-3/8"	9-7/8"	85.73 mm	251 mm
Half Page Vertical Bleed*	4-1/4"	11-1/4"	107.95 mm	285.75 mm
Half Page Horizontal	7"	4-7/8"	177.8 mm	123.83 mm
Half Page Horizontal Bleed*	8-3/4"	5-3/8"	222.25 mm	136.53 mm
Quarter Page Vertical	3-3/8"	4-7/8"	85.73 mm	123.83 mm

Trim Size: 8-1/2" wide × 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.

Cereal Foods World Deadlines

Issue	Editorial Theme	Orders Due	Print Materials Due	Target Publication Online	Target Mail Date
Jan/Feb	Analytical	1/8/2018	1/11/2018	2/1/2018	2/13/2018
March/April	Baked Products	3/13/2018	3/20/2018	4/6/2018	4/18/2018
May/June	Health & Nutrition	4/30/2018	5/3/2018	5/24/2018	6/6/2018
July/Aug	Processing/Pre-annual Meeting	6/6/2018	6/11/2018	7/2/2018	7/12/2018
Sept/Oct	Grains & Pulses	8/10/2018	8/15/2018	9/6/2018	9/18/2018
Nov/Dec	Product Development & Innovation	10/30/2018	11/2/2018	11/26/2018	12/6/2018

Cereal Chemistry Deadlines

Issue	Orders Due	Print Materials Due	Target Publication Online	Target Publication Mail Date
**Jan/Feb	12/5/2017	12/11/2017	1/8/2018	1/11/2018
March/April	2/5/2018	2/9/2018	3/7/2018	3/12/2018
May/June	4/9/2018	4/13/2018	5/8/2018	5/11/2018
July/Aug	6/6/2018	6/12/2018	7/6/2018	7/11/2018
Sept/Oct	8/7/2018	8/13/2018	9/6/2018	9/11/2018
Nov/Dec	10/9/2018	10/15/2018	11/7/2018	11/12/2018
**Jan/Feb	11/5/2018	11/9/2018	12/3/2018	12/7/2018

**Special Focus Issue:

Jan/Feb 2018 – New Breeding Technologies for Cereals

Jan/Feb 2019 – Asian Products

Classified Advertising in CFW

Classified ads appear in the News section of *Cereal Foods World*, and they are available in two formats: newspaper style or display ad style. Contact Managing Editor Jordana Anker (janker@scisoc.org) for more information.

Your Webinar Managed and Promoted by AACCI



Have a new product or technology? Want to spread the word about new information in your industry? Developing an exciting training? Take advantage of AACCI's opportunity to design and showcase your own webinar. AACCI's webinar management includes: promotion to AACCI membership, managing participant registration, and conducting the webinar. Your team provides the topic, speaker(s), presentation(s) and sponsorship. It's that simple!

All webinars will be recorded and archived on the AACCI website for long-term member viewing at any time.

Webinar Sponsor Benefits

- One hour dedicated to your company's topic and speaker(s) of your choosing
- Logo included on all webinar promotions (AACCI e-mails and website)
- Logo placed at the beginning and end of the presentation
- Verbal recognition of your company at the beginning and ending of the live webinar
- Select moderator for the live session
- Access to the registration list after the webinar takes place
- Promotional materials for webinar for your use
- Long-term hosting of the webinar on the AACCI website

Webinar sponsorship starting cost: \$5,000

Get the AACCI Corporate Membership Advantage



AACCI's Corporate Membership program is your connection to technical resources, special discounts, and unique recognition opportunities for your company. As a Corporate Member you receive:

- Recognition for your company
- Valuable networking opportunities
- Superb savings

Enhance the future of your organization while supporting the future of cereal grain science— Become a [Corporate Member](#) of AACCI today!

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, AACCC International 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 AACCC. 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. AACCC 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 AACCC International's approval. AACCC International reserves the right to reject advertising that is not in keeping with AACCC International's standards. AACCC International reserves the right to place the word "Advertisement" with copy that, in AACCC International's opinion, resembles editorial matter. AACCC International 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 AACCC International affecting production or delivery in any manner.

For more information contact:

Brianna Plank
Business Development Manager
bplank@scisoc.org
+1.651.994.3819



aacccnet.org