

2012

2012 RATES (Net) Size	B/W	Additional 2/c	4/c
Full Page	\$640	+\$100	+\$500
1/2 Page	\$490	+\$100	+\$500
1/3 Page	\$440	+\$100	+\$500
1/4 Page	\$335	+\$100	+\$500
Classified Ad \$100			
Inserts \$1000			
1/4 Page Advertorial - \$150			

2012/2013 Product/Service Directory

Listings* - \$400
 Listings* & Display Ad - \$500
 Additional Listings - \$5 each
 Additional Display Ads - \$50 each
 *Up to 10 Categories.
 Prices (net) are one-time charge for two 2012 and two 2013 issues and online version

CIRCULATION: 5,176 U.S. & Canada

Seed Production Plants — U.S. and Canada
 Conditioning Facilities, Seed Quality Officials

EDITORIAL CONTENT AND CLOSING DATES

FIRST QUARTER

Turf and Forage Focus
 ISF World Seed Conference
Closing Date - February 3

SECOND QUARTER

Buyer's Guide Issue
 Annual ASTA Convention
Closing Date - April 6

THIRD QUARTER

ASTA Farm/Lawn Conference
 Western Seed Convention
Closing Date - July 13

FOURTH QUARTER

Corn and Soybean Focus
 ASTA Conference
 IPSA Convention
 Southern Seedsmen's Convention
Closing Date - October 5

SEED TODAY is a quarterly trade magazine for seed processors and seed plant operations managers.

AD SIZES & MECHANICAL REQUIREMENTS



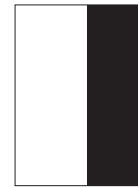
Full Page

Image Area: 7.25" x 9.75"
 Trim: 8.5" x 11"
 Bleed Size: 8.75" x 11.25"



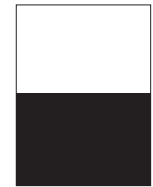
1/2 Pg. Island

4.75" x 7.33"



1/2 Pg. Vertical

3.375" x 9.75"



1/2 Pg. Horz.

7.25" x 4.875"



1/3 Pg Vertical

2.25" x 9.75"



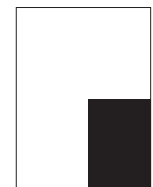
1/3 Pg. Square

4.75" x 4.875"



1/4 Pg. Horz.

4.75" x 3.33"



1/4 Pg. Vertical

3.375" x 4.875"

Digital Ad Requirements

Save your ad for submission through one of the following methods:

- EPS (convert text to graphic)
- PDF (Press Optimized)
- TIF (300 resolution)

Note: All ads, photos, and graphics output CMYK.

Submit your ad by way of:

- FTP (ftp://advertisements:grainjournal@gutenberg.grainnet.com)
- Email (rebecca@grainnet.com)
- CD (please include a hard copy of ad)