

# Seed Today

A quarterly publication serving seed processors and seed plant operations managers, Seed Today offers news and industry profiles, as well as technology, equipment and facility features.



## 2006 Rates

SIZE	COST (NET)	2/C	4/C
Full Page	\$620	\$100	\$500
1/2 Page	\$470	\$100	\$500
1/3 Page	\$420	\$100	\$500
1/4 Page	\$315	\$100	\$500

Classified Ad - \$100  
1/4 Advertorial - \$150

### 2006-2007 PRODUCT/SERVICE DIRECTORY

Listings\* - \$300  
Listings\* & Display Ad - \$400  
Additional Listings - \$5 each  
Additional Display ads - \$50 each

\*Up to 10 Categories  
Prices (net) are one-time charge for two 2006 and two 2007 issues

**CIRCULATION: 4,790 U.S., 217 CANADA**

Seed Conditioning Plants—  
U.S. and Canada

## 2006 Circulation — 5,007

Seed Production Plants  
Conditioning Facilities  
Processing Facilities  
Wholesage Distributors  
Research & Test Labs  
Seed Quality Officials  
Trade Associations

### Mailed without charge to Members of these Associations:

AASCO, AOSCA, ASTA, IPSA, SSA  
Atlantic Seedsmen's Association  
Northern Seed Trade Association  
Oregon Seed Approved Warehouses  
Western Seed Association

## Editorial Content and Closing Dates

### JANUARY / FEBRUARY / MARCH

*Closing Date - February 3*

### APRIL / MAY / JUNE

Equipment Buyer's Guide Issue  
Extra Distribution—  
Annual ASTA Convention  
*Closing Date - April 7*

### JULY/AUGUST/SEPTEMBER

Extra Distribution—  
ASTA Farm/Lawn Conference  
& Western Seed Convention  
Atlantic Seedsmen's Annual Convention  
*Closing Date - July 21*

### OCTOBER/NOVEMBER/DECEMBER

Extra Distribution—  
ASTA Conference  
IPSA Convention  
Southern Seedsmen's Annual Convention  
*Closing Date - October 13*

# Seed Today—Ad Sizes

full page



71/4 x 93/4"  
(43p6 x 59p)

1/2 page island



43/4 x 75/16"  
(28p6 x 44p)

1/2 page vertical



33/8 x 93/4"  
(20p6 x 59p)

1/2 page horizontal



71/4 x 413/16"  
(43p6 x 29p)

1/3 page vertical



21/4 x 93/4"  
(13p6 x 59p)

1/3 page square



43/4 x 413/16"  
(28p6 x 29p)

1/4 page horizontal



43/4 x 35/16"  
(28p6 x 20p)

1/4 page vertical



33/8 x 413/16"  
(20p6 x 29p)

## MECHANICAL REQUIREMENTS

Trim size - 8 1/2 x 11"

Bleed size - 8 3/4 x 11 1/4"

## DIGITAL AD REQUIREMENTS

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

- EPS, convert text to graphic
- PDF (600 resolution)
- TIF (600 resolution)

Note: All ads, photos, and graphics output CMYK or assigned PMS color.

Submit your ad by way of:

- FTP:  
<ftp://advertisements:grainjournal@gutenberg.grainnet.com>
- Email: [rod@grainnet.com](mailto:rod@grainnet.com)
- Zip Disk
- CD

Label your Disk or Email (accompany FTP upload with e-mail) with:

- Company Name
- Magazine Title and Issue Date
- Programs and Version Used

Include with your Disk or Email:

- Hard Copy Proof of Ad
- Electronic File
- Fonts (or create fonts to outline pre-submission)
- Graphics & photos (300 dpi+)
- Color requirements (PMS #'s)

