



2020 Cereals & Grains Association Advertising Rate Card

SPACE RESERVATION

Company Name _____
 Website _____
 Contact Person _____
 Title _____
 Address _____
 City, State or Province _____
 Zip/Postal Code/Country _____
 Telephone _____
 Fax _____
 E-mail _____

If Applicable, Agency Name _____
 Address _____
 City, State or Province _____
 Zip/Postal Code/Country _____
 Contact Person _____
 Telephone _____
 Fax _____
 E-mail _____

PAYMENT OPTIONS

Invoice Company
 Invoice Ad Agency
 Check made payable to Cereals & Grains Association
(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

Charge my credit card
 VISA MasterCard American Express Discover

Card No. _____
 Exp. Date ____/____/____
month year
 Name of Cardholder _____

Payment Terms: Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. Before any digital logo or ad can be posted, prepayment is required. Please contact Rhonda Wilkie for more details at +1.651.994.3820 or rwilkie@scisoc.org.

CEREAL FOODS WORLD (digital publication)

Banner Ads
 1x rate: \$1,000 3x rate: \$950 6x rate: \$900

Advertorial Rates
 300-words: \$3,000 500-words: \$5,000

Classified Ads
 Job listing in CFW ToC email: \$500
 Job listing on CFW homepage: \$500
 Job listing on CFW issue homepage: \$500
 All of the above: \$1,000

Company Spotlight
 1x rate: \$3,000 2x rate: \$5,000

Materials
 Company article for publication
 Interview Q&A

Issue(s)

January/February	July/August
March/April	September/October
May/June	November/December

Materials
 New digital ad
 Repeat from previous CFW issue: Month/Year ____/____
 New advertorial (PDF)
 New company spotlight
 New classified ad posting link _____
 URL _____
 Other _____

Cereal Foods World Ad Total \$ _____

CEREALS & GRAINS 20 MOBILE APP ADVERTISING

Rates

Cost	Frequency Ad Appears
\$2,000	20% of the time
\$4,000	50% of the time

Materials
 New banner ad
Cereals & Grains 20 Mobile App Ad Total \$ _____

MEMBER NEWSLETTER

Ad size: 625 pixels wide x 100 pixels tall

Frequency
 1 month: \$600 6 months: \$3,000
 3 months: \$1,650 12 months: \$5,400

Issue Month(s) _____

Materials
 New digital ad
 Repeat from previous Newsletter
 Month/Year ____/____

URL _____

Member Newsletter Ad Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

Submit this reservation to:
 Brianna Plank, Director, Business Development
bplank@scisoc.org • +1.651.994.3819

Advertising Specifications, Mechanical Requirements, and Deadlines

CEREAL FOODS WORLD (online only)

Circulation: 1,600+ members and subscribers

Format: Online posting

Placement of ad and/or logo will appear:

- Digital ad on *Cereal Foods World* homepage
- Digital ad on *Cereal Foods World* correlating issue homepage
- Logo + URL on *Cereal Foods World* sponsor page

Company spotlight specifications:

- Spotlight Format: Article or interview (Q&A)
- Logo format: jpg or png
- Logo size: 191 pixels wide x 163 pixels tall
- Logo resolution: 72 ppi
- **Materials due:** (2) weeks prior to issue publication

Ad and logo specifications:

- 191 pixels wide x 163 pixels tall
- Format jpg or png
- 72 ppi resolution

Advertorial specifications:

- Information will be provided from Cereals & Grains Association staff before posting, prior to the issue the advertorial will appear in.
- **Materials due:** (1) week prior to first month of correlating issue

Classified ads specifications:

Format: Digital

Ad materials needed:

- Job title
- Link to job application or 50-word summary of role
- Logo + URL (if not providing a link to the application)
- Internal contact for questions
- **Materials due:** (1) week prior to the publication in *Cereal Foods World* Table of Contents Email Alert

CEREALS & GRAINS ASSOCIATION HOMEPAGE DIGITAL ADVERTISING

Format: Online

Ad specifications:

- 228 pixels wide x 195 pixels tall
- jpg, png, gif (non-animated)
- **Materials due:** (1) week prior to month ad runs

Note: Ads will go live the first weekday of each month

CEREALS & GRAINS 20 MOBILE APP ADVERTISING

Format: Digital

Ad Specifications:

- 1242 pixels wide x 120 pixels tall
- jpg, png, gif (non-animated)
- **Materials due:** September 25, 2020

MEMBER NEWSLETTER ADVERTISING

Circulation: 1,600+ members

Ad size: 625 pixels wide x 100 pixels tall

Ad specifications:

- 625 pixels wide x 100 pixels tall
- jpg, png, gif (non-animated)
- **Materials due:** (2) weeks prior to email send date

Email send date: Second Thursday of each month

Cereals & Grains Association Advertising Policies

All ads and "sponsor by" logos are to be prepaid before any type of publication. 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, the Cereals & Grains Association (we) 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. Production changes or services are billed at \$100 minimum. Cancellations must be made by the space reservation materials due date, otherwise no refund will be made. 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, illustrations, 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. We reserve the right to reject advertising that is not in keeping with our standards. We reserve the right to place the word "Advertisement" with copy that, in our opinion, resembles editorial matter. We are 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.

