

## Serving The National Sugarbeet **Industry Since 1975**

www.sugarproducer.com

Read • Learn • Grow

## **2023 MEDIA PLANNER**

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## What makes Sugar Producer Sugal magazine the No. 1

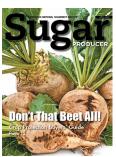


sugarbeet-specific publication in the industry?





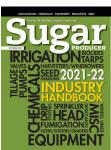














### More issues

9 per year

### More technical information

Giving growers the knowledge they need to produce a quality, profitable crop

See all issues online at www.sugarproducer.com

## More ad pages

Than any sugarbeet publication

#### More often

Growers count on Sugar Producer every month

## More editorial pages

Than any sugarbeet publication, providing more editorial opportunities

## **CIRCULATION:** The most current in the market

Reach every sugarbeet grower in the U.S. Sugar Producer magazine circulation is completely auditable and updated using industry contacts, USDA Farm Service Agency payment records, satellite imagery and field boundaries.

UNITED STATES	8,197
CANADA/FOREIGN	23
<b>BONUS DISTRIBUTION AT</b>	
TRADE SHOWS	580
TOTAL DISTRIBUTION	8,800

# ADVERTISER BENEFITS: Added value opportunities



- Every issue online at www.sugarproducer.com
- Online issue features free hotlink to your website
- New Products section for your products
- Around The Vine section for your company news

#### **BUYERS' GUIDES:**

January - Tractor Buyers' Guide

February - Irrigation Products Buyers' Guide

March - Growth Promoters & Fertilizers

Buyers' Guide

April - Crop Protection Chemicals Buyers' Guide

May – Harvest Equipment Buyers' Guide

June/July - Trucks/Bulk Beds/Trailers Buyers' Guide

August/September - Tillage Buyers' Guide

October - Industry Handbook and Seed Directory

**November/December** - Planting Equipment Buyers' Guide

<sup>\*</sup>These Buyers' Guides are a reader favorite and are free and easy to participate in. Simply email around 100 words describing the benefits of your product and a high-resolution image to <a href="mailto:lane@sugarproducer.com">lane@sugarproducer.com</a>

## **EDITORIAL PLANNER:** January through December Sugar 2023



**January - Tractor Buyers' Guide** Chemical Updates • Strip-Till • Planting

Space Closes: Nov 28 • Materials Due Dec 5

Mail Date: Dec 23

February - Irrigation Products

**Buyers' Guide** 

**Crop Protection • Planting** 

Space Closes: Dec 29 • Materials Due Jan 5

Mail Date: Ian 27

**March - Growth Promoters & Fertilizers** 

**Buyers' Guide** 

All Growing Phases • ASGA Convention Report

Closing Date: Jan 27 • Materials Due Feb 3

Mail Date: Feb 24

**April - Crop Protection Chemicals Buyers'** Guide

Sustainability • University & Professional Reports

Space Closes: Feb 24 • Materials Due Mar 3

Mail Date: Mar 23

May - Harvest Equipment Buyers' **Guide Pest Control • Fall Weed Control** 

Space Closes: Mar 24 • Materials Due Mar 31

Mail Date: Apr 20

June/July - Truck/Bulk Beds/Trailers **Buyers' Guide** 

Smart Irrigation Month • Harvest Equipment Prep

Space Closes: Apr 21 • Materials Due Apr 28

Mail Date: May 18

August/September - Tillage Buyers'

Guide

**Harvest • Finance & Insurance** 

Space Closes: June 23 • Materials Due Jun 30

Mail Date: Jul 21

October - Industry Handbook & Seed

**Directory** 

Space Closes: Aug 25 • Materials Due Sept I

Mail Date: Sept 22

**November/ December** 

Planting Equipment Buyers' Guide **New Seed Varieties** 

Space Closes: Sept 22 • Materials Due Sept 29

Mail Date: Oct 20

**Sugar Industry Map - Reference Chart** 

Space Closes: Sept 8 • Materials Due Sept 13

Mail Date: Oct 24

#### **COLUMNS**

- American Sugarbeet **Growers Association**
- American Sugar Alliance
- Editor's Column

#### **FEATURES**

- Grower of the Month
- Production Reports
- University Research Reports
- New Equipment Reviews
- Chemical Updates

#### STANDARD DEPART-**MENTS**

- Calendar of Events
- New Products
- Industry News

#### **BONUSES**

- Trade Show Coverage
- Field Tour Reports
- Exclusive, Timely **Topics**
- Bonus Meeting and Show Distribution



# DIGITAL ADVERTISING RATES & SPECS



## Perfect complement to your print ads

With an average of 3,000 page views per month and an average of 9,500 impessions per month, sugarproducer.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

#### WEBSITE: SUGARPRODUCER.COM

<b>320 x 50 Banner</b> \$300 Visible on mobile only.
<b>300 x 250 Banner</b> \$400 Visible on all pages • Visible on mobile.
<b>300 x 600 Tower</b> \$500 Visible on all pages • Visible on mobile.
<b>728 x 90 Banner</b> \$600 Visible on all pages • Not visible on mobile.
<b>970 x 90 Banner</b> \$800 Top of each page • Not visible on mobile.

## "SUGAR CONTENT" WEEKLY E-NEWSLETTER

Full Banner (728x90) \$600 net for one month (4 emails) Average send 700

**SUGAR CONTENT** weekly e-newsletter is sent to an email list of sugarbeet growers and industry insiders. This is an inexpensive and effective way to get your message out on short notice.

#### **E-BLASTS**

HTML-based E-blast ...... \$600 net per send Average send 700

Your message, and yours alone. Send your updates and/ or offers to sugarbeet growers and industry insiders. Build in as many hotlinks as you like and expect your message to get sent quickly.

#### **E-BLAST SPECS**

E-blast specifications: Our system serves an HTML-based email message. All images and other supporting files must be called from other sources provided by the advertiser. We recommend the dimensions of the HTML design not exceed 680x907. Emails are best designed at around 600px wide. You can use any HTML tags and use inline CSS styles.

No Java Scripts or Ajax. We request all images have alternate text to help pass spam filters.

- -NO DIVS, it needs to be in tables. There can be nested tables. No floats, no inline blocks, etc. It all has to be in tables.
- -No linking outside stylesheets. No special font files. Anything linked elsewhere (except for images) won't work.
- -It's best NOT to use HTML converters or make things in programs like Word, since Word and similar programs insert a lot of junk HTML that, at best, bloats the memory size of your email, and, at worst, won't make your email template work at all in email systems.
- -No CSS styles declared in the head; Gmail and Hotmail strips them out. If you have things in the head they need to be repeated inline in the HTML, too.

Harris Publishing will add our disclaimer to the top and bottom of your email. You can supply your HTML email in a Notepad file or HTML document file.

Acceptable files for banner ads: JPG, PNG, GIF Max banner ad file size 150 KB

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## Serving the National Sugarbeet Industry



Since 1975 • 2023 Rate Card #48

#### PRINT ADVERTISING

FOUR COLOR	lx	3x	6x	9x
Full Page	\$4,898	\$4,752	\$4,605	\$4,458
2/3 Page Vertical	3,886	3,769	3,652	3,536
2/3 Page Horizontal	3,507	3,402	3,297	3,192
1/2 Page Vertical	3,074	2,982	2,890	2,798
1/2 Page Horizontal	2,738	2,656	2,574	2,492
1/3 Page Vertical	2,118	2,055	1,991	1,928
1/3 Page Horizontal	2,021	1,961	1,900	1,839
1/3 Page Square	1,921	1,864	1,807	1,749
1/6 Page Horizontal	1,663	1,613	1,563	1,514
1/6 Page Vertical	1,663	1,613	1,563	1,514
1/12 Page	703	682	661	640
2nd or 3rd Cover	5,143	4,988	4,836	4,681
Back Cover	5,388	5,227	5,065	4,904
Spread	9,796	9,503	9,209	8,915

Combine print and digital ads for even greater savings: Contact your sales

Direct mail, polybags, belly bands, inserts, brochures, etc. All available and limited only by your imagination. Contact your sales rep

#### Don't forget to ask about printing options for:

Catalogs, Brochures, Mailing services, Product literature





Shooting Video • Editing Video Delivery For information call: Rob, 208-542-2218 Kevin, 208-542-2237

#### AD SPECIFICATIONS

Trim Size	8 x 10.75
Full Page	7.0625 x 10
Full Bleed Size	8.25 x 11
2/3 Page Vertical	4.667 x 10
2/3 Page Horizontal	7.083 x 6.667
1/2 Page Vertical	4.667 x 7.333
1/2 Page Horizontal	7.083 x 4.833
1/3 Page Vertical	2.25 x 10
1/3 Page Horizontal	7.083 x 3.167

Jason Harris, Publisher (208) 542-2222 jasonharris@harrispublishing.com Lane Lindstrom, Editor (208) 542-2271 lane@sugarproducer.com

1/3 Page Square	4.667 x 4.833
1/6 Page Horizontal	4.667 x 2.333
1/6 Page Vertical	2.25 x 4.833
1/12 Page	2.25 x 2.333
Two-Page Spread	15.125 x 10
Spread Bleed Size	16.25" x 11

Complete ad specs: sugarproducer.com/media

#### For print email high-res pdf files to:

Rob Erickson, Advertising Director • (208) 542-2218 rob.erickson@sugarproducer.com Kevin Malcom, Account Executive • (208) 542-2237 kevin@sugarproducer.com