

Sugar

PRODUCER

Serving The National Sugarbeet
Industry Since 1975

www.sugarproducer.com

Read • Learn • Grow

2023 MEDIA PLANNER

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What makes *Sugar Producer* magazine the No. 1 sugarbeet-specific publication in the industry?

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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. UNITED STATES..... 8,197

Sugar Producer magazine circulation is completely auditable and updated using industry contacts, USDA Farm Service Agency payment records, satellite imagery and field boundaries.

CANADA/FOREIGN 23

BONUS DISTRIBUTION AT

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

*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 lane@sugarproducer.com

EDITORIAL PLANNER: January through December 2023

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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: Jan 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 1
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 DEPARTMENTS

- 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 impressions per month, sugarproducer.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

WEBSITE: SUGARPRODUCER.COM

320 x 50 Banner\$300
Visible on mobile only.

300 x 250 Banner\$400
Visible on all pages • Visible on mobile.

300 x 600 Tower\$500
Visible on all pages • Visible on mobile.

728 x 90 Banner\$600
Visible on all pages • Not visible on mobile.

970 x 90 Banner\$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

Serving the National Sugarbeet Industry

Since 1975 • 2023 Rate Card #48

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PRINT ADVERTISING

FOUR COLOR	1x	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 rep

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

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

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