

WELCOME

TO YOUR ROADWAY TO SORGHUM PRODUCERS

Welcome to the National Sorghum Producers' 2010-2011 partnership packet, your roadway to sorghum producers. We're excited to spend a few minutes showing you the way to achieving your marketing potential this year through our efforts to continually improve the sorghum industry.



The Road to Sorghum Producers

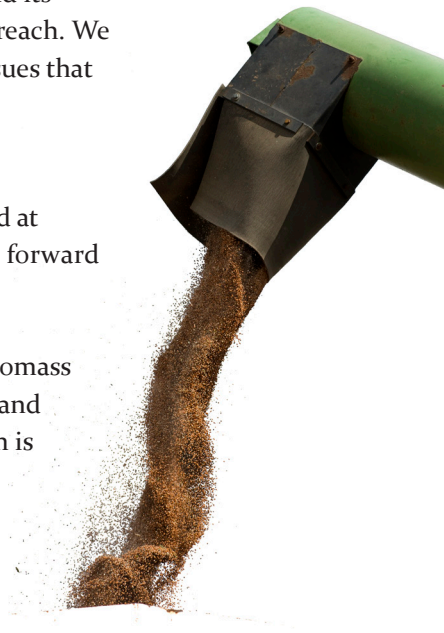
The National Sorghum Producers is the commodity association that serves as the voice of the sorghum industry by representing U.S. sorghum producers and its industry through legislative and regulatory advocacy and educational outreach. We have a small and dedicated team that is committed to staying on top of issues that affect our farmer members and industry partners from coast to coast.

Industry Partner

Financial support from Industry Partners allows us to be the best in the world at representing the U.S. sorghum industry and sorghum farmers. NSP looks forward to partnering with you to help the industry grow.

With new markets constantly in development for grain, sweet and high biomass forage sorghum, we find that the industry always has a new door opening and a new opportunity around the corner. From biofuels to bird seed, sorghum is making its place among major commodities. Come be a part of this!

If you are looking to connect with sorghum producers, NSP offers numerous opportunities to reach out and help put your company into the minds of growers.



We are the voice of the sorghum industry.

Magazine

For companies large and small, NSP provides industry members the opportunity to promote their products and services to a targeted audience of sorghum growers through programs, sponsorships and advertisements.

Plus, NSP's Industry Partner Program benefits you, your company and the industry by providing a variety of ways for you to be better informed, actively participate in the association and sell more products.

We are excited that you've taken the time to consider NSP in your advertising plans for the coming year. As an organization, we are committed to making sure you get the most bang for your promotional buck. We understand that you need to reach producers in the most efficient manner possible, and we believe the coming pages will show you how we can help you do that.

NSP Accomplishments for the Sorghum Industry:

- Fixed Loan Rate in 2002 Farm Bill
- 2007 Energy Bill included sorghum as an advanced biofuel subject to meeting a 50 percent green house gas reduction.
- Fixed Crop Insurance Price Elections in 2008 Farm Bill
- 2008 Farm Bill Payments to ethanol plants for using sorghum (9005)



Grain Sorghum, the backbone of the industry

Sweet Sorghum, a solid tomorrow

Energy Sorghum, amazing long term potential

NSP Highlights

The National Sorghum Producers works hard for the profitability and sustainability of producers in the country. Listed are some programs that NSP has been working on to ensure the success of sorghum producers.

NSP worked with the Risk Management Agency to change Crop Insurance Price Elections for Sorghum.

- Language in the 2008 Farm Bill allowed RMA to evaluate the price election of insurable sorghum.
- NSP worked very closely with RMA providing input and data, getting the price election moved from 88 percent the value of corn to 97.8 percent.

NSP is currently working with EPA on the Renewable Fuels Standard 2.

- NSP has been working very closely with EPA to include sorghum in the current supplemental rule of RFS2.
- NSP has been providing comments and data to EPA and USDA to ensure sorghum is included in the program correctly.

NSP worked with USDA to utilize the 9005 Advanced Bioenergy Program for ethanol plants the use sorghum.

- Section 9005 authorizes USDA to pay biofuels plants for the production of advanced biofuels, which sorghum qualifies as an advanced biofuels feedstock.
- The first round of payments for 2009 has been received by ethanol plants and the 2010 payment process will begin this summer.



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For more information, please contact:

Matt Splitter

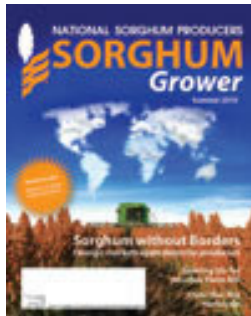
Member Services Director

(785) 531-0887 - matt@sorghumgrowers.com

Reaching Producers in Print

Industry Partner Program

NSP provides Industry Partners the opportunity to promote their company to a targeted audience of sorghum growers through sponsorships and advertisements. Our Industry Partner program can be tailored to your specific needs and may include any combination of the opportunities included in this packet or other opportunities to meet your company's needs.



Sorghum Grower Magazine

With a circulation of over 36,000, Sorghum Grower magazine fills a unique need for sorghum farmers by providing timely, relevant, educational information on crop production techniques, research, legislative happenings, ethanol, insurance, finance, farm programs and much more.

Sorghum Notes

NSP keeps members up to date by distributing the latest news in a short but informative weekly newsletter. The newsletter goes to over 3,000 sorghum growers, extension personnel, researchers, industry stakeholders, media and Congressional offices each week.

Direct Mail

Partner with NSP to create a personalized direct mail marketing campaign with postcards, brochures or flyers by using our direct mail lists.

Reaching Producers in Person

Commodity Classic Conference

In 2009, more than 1,500 sorghum growers and over 4,500 total attendees traveled to the Commodity Classic for educational events, networking and a huge ag trade show. The conference offers NSP the ability to host our National Yield Contest winners, sorghum specific programming and leadership meetings. The 2011 Classic will be March 3 – 5 in Tampa, Florida.



Annual Washington, D.C. Fly-In

The most effective way to tell our story to policy makers is face-to-face. Therefore, each year our leadership, often the opinion leaders of their communities, meet with senators and congressmen to influence farm policy on the Hill.

Yield and Management Contest

Every year, growers participate in NSP's contest to test their sorghum production skills. Winners receive national recognition in *Sorghum Grower*, special events in their honor at Commodity Classic and additional awards from participating seed, crop protection and chemical companies.

Sorghum Certified and Quality Forage Programs

The Quality Forage program identifies forages that have been tested and proven to meet high quality standards. This program allows seed companies to brand their product with the NSP quality seal of approval. Why not put the Quality Forage tags on your bag of seed?

Want More?

We can tailor sponsorship to your needs. Talk to us about leadership training, meetings and events or other producer outreach projects.

Packaging your Benefits: *Industry Partner Program*

Gold, \$20,000 plus

- Premier recognition at all NSP events.
- Full page advertisement in 2 issues of *Sorghum Grower* magazine.
- 164 x 328-pixel linked, rotating banner ad on NSP's home page, www.sorghumgrowers.com.
- Company logo and website link on Industry Partners webpage.
- Printed and verbal recognition of your gold partnership at sorghum-specific meetings at Commodity Classic.
- All the benefits of NSP membership, including all NSP publications.

Silver, \$10,000 plus

- Recognition of silver partnership at NSP events.
- Full page advertisement in one issue of *Sorghum Grower* magazine or (1) half-page ad in 2 issues.
- 164 x 164-pixel banner ad on NSP's home page, www.sorghumgrowers.com.
- Company logo and website link on Industry Partners webpage.
- Printed and verbal recognition of silver partnership at sorghum-specific meetings at Commodity Classic.
- All the benefits of NSP membership, including all NSP publications.

Bronze, \$5,000 plus

- Recognition of bronze partnership at NSP events.
- Half page advertisement in one issue of *Sorghum Grower* magazine or (1) quarter page ad in 2 issues.
- Company logo and website link on Industry Partners webpage.
- Printed and verbal recognition of your bronze partnership at sorghum-specific meetings at Commodity Classic.
- All the benefits of NSP membership, including all NSP publications.

Partner, \$2,500 plus

- Quarter page advertisement in one issue of *Sorghum Grower* magazine or (1) eighth of a page ad in 2 issues.
- Company logo and website link on Industry Partners webpage.
- Printed recognition of partnership at sorghum-specific meetings at Commodity Classic.
- All the benefits of NSP membership, including all NSP publications.

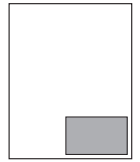
Contributor, \$1,250 plus

- Eighth page advertisement in one issue of *Sorghum Grower* magazine.
- Company logo and website link on Industry Partners webpage.
- Printed recognition of partnership at sorghum-specific meetings at Commodity Classic.
- All the benefits of NSP membership, including all NSP publications.

Maximizing Visibility: *Sorghum Grower* magazine

Who?

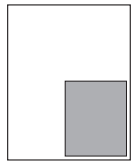
Sorghum Grower magazine goes to every sorghum producer in the U.S. with over 25 acres, plus all NSP members and our comprehensive list of industry scientists, political decision makers, media and elevators



1/8 Page
3 5/8" X 2 1/4"

How Many?

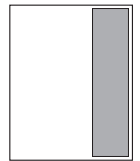
Sorghum Grower goes to over 36,000 people.



1/4 Page
3 5/8" X 4 3/4"

How Often?

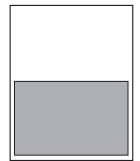
We publish four times per year: Winter (January), Spring (April), Summer (August) and Fall (November). We skirt farmers' busiest months by not publishing mid-summer.



1/3 Vertical
2 5/16" X 9 1/2"

What?

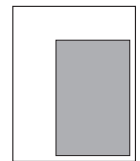
Sorghum Grower fills a unique need for sorghum farmers by providing timely, relevant, educational information on crop production techniques, research, legislative happenings, ethanol, insurance, finance, farm programs and much more.



1/2 Horizontal
7 1/2" X 4 3/4"

Where?

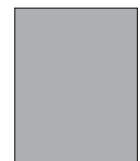
As a bonus, we provide the entire content of *Sorghum Grower* magazine on the National Sorghum Producers Web site, www.sorghumgrowers.com, where your advertising receives even greater exposure.



1/2 Island
4 15/16" X 7 5/16"

How Much?

Advertising rates provide a high value and are cost-effective in reaching thousands of customers and prospects. See our rate card for full information about *Sorghum Grower* advertising.



Full Page
8 1/2" X 10 3/4"



Double Page Spread
17" X 10 3/4"

The Details

Reaching Producers in Print: *the numbers*

State	Total Subscribers
AL	108
AR	701
AZ	271
CA	224
CO	712
CT	3
DC	482
DE	18
FL	56
GA	262
IA	1,814
ID	23
IL	1,834
IN	846
KS	9,563
KY	193
LA	533
MA	4
MD	76
ME	3
MI	314
MN	1,115
MO	1,389
MS	255

State	Total Subscribers
MT	37
NC	242
ND	353
NE	2,916
NJ	26
NM	348
NV	9
NY	67
OH	675
OK	1,016
OR	18
PA	114
PR	1
SC	100
SD	1,061
TN	194
TX	6,046
UT	15
VA	121
VT	5
WA	29
WI	391
WV	4
WY	24

Total	34,611
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Reaching Your Destination

Making it Happen

Thank you for considering a partnership with NSP this coming year. We look forward to working with you to ensure you get the most bang for your promotional buck. For more information, please contact us!

Tim Lust

CEO

Cell: (806) 438-3127

tim@sorghumgrowers.com

Matt Splitter

Member Services Director

Cell: (785) 531-0887

matt@sorghumgrowers.com

NATIONAL SORGHUM PRODUCERS

4201 N. Interstate 27

Lubbock, Texas 79403

Telephone: (800) 658-9808

Fax: (806) 749-9002

www.sorghumgrowers.com



NATIONAL SORGHUM PRODUCERS SORGHUM 2011 Rate Card Grower

The only magazine published exclusively for sorghum producers.



Sorghum Grower has doubled its circulation from 16,000 to over 36,000 without raising our advertising rates!

That's double the bang for your advertising buck.

Sorghum Grower reaches **every sorghum farmer** with over 25 acres in the United States as well as the National Sorghum Producers' entire membership, stakeholders in the sorghum industry, scientists, political decision makers, media and elevators. *Sorghum Grower* fills a unique need for sorghum farmers by providing timely, relevant, educational information on crop production techniques, research, legislative happenings, ethanol, insurance, finance, farm programs and much more.

As a **bonus**, we provide the entire content of *Sorghum Grower* magazine on the National Sorghum Producers Web site, www.sorghumgrowers.com, where your advertising receives even greater exposure.

Advertising rates provide a high value and are cost-effective in reaching **thousands** of customers and prospects. When you contact us, be sure to ask about complimentary advertising for members of our Industry Partner Program!

2011 Editorial Calendar

	Winter 2011	Spring 2011	Summer 2011	Fall 2011
Ad Booking Deadline	December 1, 2010	March 1, 2011	July 1, 2011	October 1, 2011
Ad Materials Deadline	December 15, 2010	March 15, 2011	July 15, 2011	October 15, 2011
Mailbox Goal Date	January 15, 2011	April 15, 2011	August 15, 2011	November 15, 2011

Advertising Rates

Full Color Ads	Rates*	Ad Dimensions
Sorghum Specific Double-Page Spread	\$4500 (Full Bleed)	17" x 10 3/4"
Sorghum Specific Full Page	\$2500 (Full Bleed)	8 1/2" x 10 3/4"
Sorghum Specific Half Page Island	\$1950	4 15/16" x 7 5/16"
Sorghum Specific Half Page Horizontal	\$1750	7 1/2" x 4 3/4"
Sorghum Specific One-Third Page	\$1250	2 5/16" x 9 1/2"
Sorghum Specific Quarter Page	\$900	3 5/8" x 4 3/4"
Sorghum Specific One-Eighth Page	Industry Partners Only	3 5/8" x 2 1/4"

*All prices are net and DO NOT include agency commission.

Premium Positions	Rate
Center Double Page-Spread, Full Color	Add 20% of Color Rate
Outside Back Cover, Full Color	Add 15% of Color Rate
Inside Front/Back Cover, Full Color	Add 10% of Color Rate

- Add 1/8" bleed on full page and double spread ads.
- Prices are 4-color. 25% discount for black and white ads.
- Keep live matter within 1/2" of trim.
- Publication trim size 8 1/2" X 10 3/4".
- Custom ad production available on a limited basis for an additional fee. Call for details.

Advertisement Sizes



Double Page Spread
17" X 10 3/4"



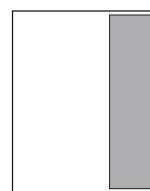
Full Page
8 1/2" X 10 3/4"



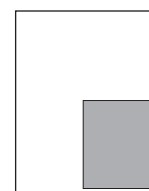
1/2 Island
4 15/16" X 7 5/16"



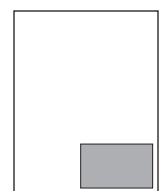
1/2 Horizontal
7 1/2" X 4 3/4"



1/3 Vertical
2 5/16" X 9 1/2"



1/4 Page
3 5/8" X 4 3/4"



1/8 Page
3 5/8" X 2 1/4"

Purchase an ad: Matt Splitter • matt@sorghumgrowers.com • Phone: (785) 531-0887 • Fax: (806) 749-9002

Send an ad: Lindsay Kennedy • 4201 N. I-27, Lubbock, TX 79403 • lindsay@sorghumgrowers.com • Phone: (806) 749-3478 • Fax: (806) 749-9002