



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.

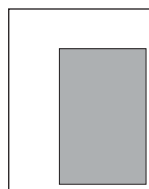
Advertisement Sizes



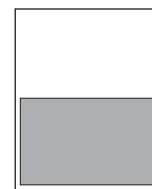
Double Page Spread
17" X 10 3/4"



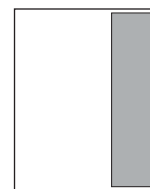
Full Page
8 1/2" X 10 3/4"



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



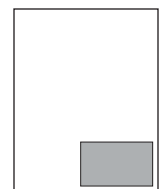
1/2 Horizontal
7 1/2" X 4 3/4"



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