

Digital advertising – IA Events

IA Events is the Irrigation Association’s monthly e-newsletter that keeps landscape and ag companies in the know about all IA events and happenings. It reaches a total circulation of over **28,000 irrigation professionals**, with an **open rate of 32.6%***. Space allows for up to two banner ads per issue.

Rates & digital specifications

Publish date	Material deadline	1x rate
1st day of the month	20th day of the previous month	\$1,050

Banner size: 650 pixels (width) x 125 pixels (height)

File format: JPEG or PNG; color images must be RGB

Resolution: 72 dpi for continuous tone images;

150 dpi for line art images

File submission: Email digital banner ads to Tom Schoen at tom.schoen@bock.assoc.com.

Design tips for best quality:

Exporting your file from Photoshop

1. Create your banner ad at 650 pixels x 125 pixels
2. To export file, go to: File > Export > Export As
3. Under Scale All, select “2x”
4. Under File Settings, select: Format: JPG; Quality: 100% or PNG

Exporting your file from Illustrator

1. Create your banner ad at 650 pixels x 125 pixels
2. To export file, go to: File > Export > Export for Screens
3. Select the artboard you want to export
4. Under Export to, choose where to save your file
5. Under Formats, select: Scale: 2x; Format: JPG 100 or PNG
6. Click Export Artboard

*Publisher’s own data, July 2022-June 2023



Contact us today!

Tom Schoen

✉ tom.schoen@bock-assoc.com

☎ 773.490.9557

The Irrigation Association has additional marketing opportunities!

Contact businessdevelopment@irrigation.org.

Advertising contract

Advertiser information

Name _____

Title _____

Company _____

Street address _____

City _____ State _____ ZIP _____

Country _____

Tel (_____) _____

Email _____

Today's date _____

Agency information

Agency _____

Contact name _____

Street address _____

City _____ State _____ ZIP _____

Country _____

Tel (_____) _____

Email _____

Method of payment

Advance payment is not required. You will be billed after the publication is published. If you prefer to pay in advance, please supply credit card information. Your card will be charged upon receipt.

 Bill advertiser Bill agency

Amount enclosed or authorized \$ _____ **US**
 Check enclosed (payable to Irrigation Association in US\$ drawn on a U.S. bank)

 VISA MasterCard AmEx Discover

Card number _____

Expiration date (month/year) _____

Name on card _____

Signature _____

Issue selections

Please indicate the issue(s) that you would like your digital ads to run.

2024	2025
<input type="checkbox"/> Feb.	<input type="checkbox"/> Feb.
<input type="checkbox"/> March	<input type="checkbox"/> March
<input type="checkbox"/> April	<input type="checkbox"/> April
<input type="checkbox"/> May	<input type="checkbox"/> May
<input type="checkbox"/> June	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> July
<input type="checkbox"/> Aug.	<input type="checkbox"/> Aug.
<input type="checkbox"/> Sept.	<input type="checkbox"/> Sept.
<input type="checkbox"/> Oct.	<input type="checkbox"/> Oct.
<input type="checkbox"/> Nov.	<input type="checkbox"/> Nov.
<input type="checkbox"/> Dec.	<input type="checkbox"/> Dec.

Advertiser & agency requirements

- All ads require an IA advertising contract.
- Materials must be submitted in the stipulated size directly to the IA by the material deadline. (See previous page.)
- No pricing or product comparisons may be made in the ad. The IA reserves the right to refuse any ads or make alterations to ads that do not comply.
- The IA, including its agencies and publishers, assumes no responsibility for errors associated due to file formatting and/or content errors within the ad.

Pricing & specifications

See previous page for pricing, discounts and digital specifications.

Contract submission

Submit your completed contract via email: businessdevelopment@irrigation.org. Or, fax your contract to the IA office at 703.536.7019.

For IA use ONLY