

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	1× 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.

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

Don't miss these

important dates!

CERTIFICATION

REGISTER NOW

Take an in-person certification a

March 8 (Branchburg, NJ) I April 6 (I In-person IA cartification exams are currer upcoming locations. Go online for informabe offered and to register for these paper based testing centers are also reopening Choose from hundreds of testing center register for an exam in your area.

March 2024 edition

VISIT THE

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

Irrigation

Contact us today!

Tom Schoen

- tom.schoen@bock-assoc.com
- (773.490.9557

The Irrigation Association has additional marketing opportunities!

Contact businessdevelopment@irrigation.org.



REGISTER NOW

Leveraging for Tor Ag Data Thursday, Feb. 18 [2-3 p.m. Eastern | 1 CEU Presenter: Digante D. Adhilard, PhD, Synaena To feed a predictable works

No Irrigation

Don't miss these important dates!

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IA Events 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 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	20	25
🗌 Feb.	E F	eb.
March		March
🗌 April		April
🗌 May		Лау
June	J	une
🗌 July	J	uly
Aug.		Aug.
Sept.		ept.
🗌 Oct.		Dct.
Nov.	1	lov.
Dec.		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 0	DNLY
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