

Irrigation TODAY

2018

Media Kit

YOUR ADVERTISING PLANNING GUIDE



Irrigation TODAY

Irrigation Today is a quarterly publication with printed distribution to 10,000 Irrigation Association members associated with the agriculture sector, qualified nonmembers and industry stakeholders, including growers, government agencies, irrigation districts, extension agents and commercial end users. Additionally, a corresponding online version is developed with each issue, reaching over 18,000 online readers.

Readership

Irrigation Today is the only magazine that puts agriculture irrigation center stage, providing readers valuable information about trends, technology and issues affecting the agriculture irrigation industry.

Irrigation Today is the voice to bring news and information to the industry. It is a platform to highlight the association's message and mission to members and nonmembers alike. It will also find its way to many state and federal decision-makers to further the industry's agenda.

81.5%

of irrigation professionals want a print magazine with news, trends and technical article summaries

78.4%

of irrigation professionals are interested in receiving a print journal with technical articles

65.8%

of these respondents prefer a quarterly or bi-monthly publication



Print circulation

13,000+



Digital circulation

18,500+ Recipients
each month



Website

250,000+ Sessions
per year



Facebook

2,200+ Followers



Twitter

5,000+ Followers



LinkedIn

17,000+ Company
& group followers



The Irrigation Association is the leading membership organization for irrigation companies and professionals. A not-for-profit 501 (c)(6), the IA is committed to promoting efficient irrigation and to long-term sustainability of water resources for future generations. IA works to improve industry proficiency, advocate sound water management and grow demand for water-efficient products and services. For more information, visit www.irrigation.org.

Irrigation Today's broad irrigation reader base covers the entire spectrum of the agriculture irrigation industry, making it unique among industry publications. To best serve the agriculture irrigation industry, the content included in this magazine is focused on information important to the agriculture irrigation professional.

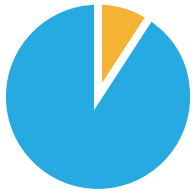
Circulation

Online	Print	Category
1%	67%	Growers
12%	9%	Dealers/distributors
16%	9%	Manufacturers
25%	4%	Contractors
6%	2%	Consultants
6%	2%	Government
6%	2%	Universities
3%	1%	End users
1%	1%	Manufacturers' representatives
2%	1%	Organizations
1%	1%	Water/energy agencies
21%	1%	Other



Total circulation

28,500+






United States (91%)
International (9%)
(online circulation)

"IA is a unified voice that helps accurately communicate the success story of agricultural irrigation."

Rich Panowicz, CID
Valley Irrigation





Editorial calendar & deadlines

January 2018 | Special features

- New year, new technology
- Infrastructure

Space deadline: Nov. 15, 2017

Material deadline: Dec. 1, 2017

Bonus circulation: World Ag Expo, Tulare, California, Feb. 13-18; Family Farm Alliance Annual Conference, Reno, Nevada, Feb. 21-23

April 2018 | Special features

- Pumps and groundwater
- Drones

Space deadline: Feb. 15, 2018

Material deadline: March 1, 2018

July 2018 | Special features

- Ag controllers and mobile technologies
- Precision ag

Space deadline: May 15, 2018

Material deadline: June 1, 2018

Bonus circulation: Husker Harvest Days, Grand Island, Nebraska, Sep. 11-13; Sunbelt Ag Expo, Moultrie, Georgia, Oct. 16-18

October 2018 | Special features

- System maintenance for peak performance
- Energy management for irrigation

Space deadline: Aug. 15, 2018

Material deadline: Sept. 1, 2018

Bonus circulation: National Association of Farm Broadcasters Convention, Washington, D.C., Nov. 7-9; Irrigation Show and Education Conference, Long Beach, California, Dec. 3-7

Other features

Irrigation Today also contains the following regular segments:

- Economy
- Technology
- International trends
- Voices from the industry
- Weather update

For information about submitting content for an issue, contact Editor-in-Chief Anne Blankenbiller at anneblankenbiller@irrigation.org.

Advertising rates

All ads include four-color process at no extra cost. Prices are per ad per issue.

	1x rate	2x rate	4x rate
Full-page	\$2,500	\$2,350	\$2,250
1/2-page	\$1,890	\$1,750	\$1,650
1/3-page	\$1,390	\$1,300	\$1,150
1/4-page	\$1,150	\$1,050	\$990
Buyers' gallery	n/a	\$400	\$300
Covers and special positions			
Back cover	n/a	n/a	\$3,200
Inside front or back cover	n/a	n/a	\$3,000
First right-hand advertising page	\$2,900	\$2,700	\$2,500
Center spread	\$5,200	\$4,900	\$4,500

Four-issue advertiser bonus

Advertisers who commit to four consecutive issues* will receive the following:

- Full-page advertisers – 2 extra priority points
- Fractional ad-sized advertisers – 1 extra priority point

*Buyers' gallery ads are excluded.

Premium member discounts

The following discounts apply for premium IA members:

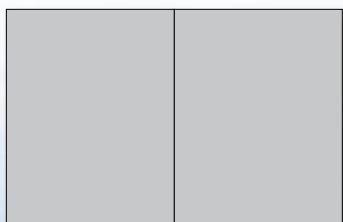
- Platinum members – 20%
- Silver members – 15%
- Gold members – 15%
- Bronze members – 10%

Education institution discount

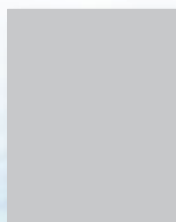
Advertisers from colleges, universities or other educational institutions will receive a 10 percent discount on all ads purchased.

Ad dimensions

All dimensions are listed as width x height.



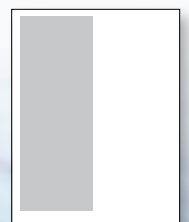
**Two-page spread
(full-bleed only)**
17" x 11" (trimmed)
17.25" x 11.25" (with bleed)



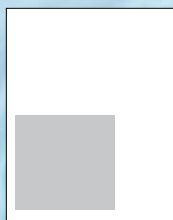
**Full-page
(full-bleed only)**
8.5" x 11" (trimmed)
8.75" x 11.25" (with bleed)



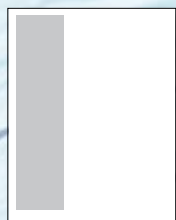
**1/2-page
(horizontal)**
7.75" x 4.875"



**1/2-page
(vertical)**
3.75" x 10"



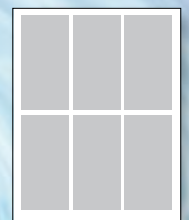
**1/3-page
(square)**
5.125" x 4.875"



**1/3-page
(vertical)**
2.4375" x 10"



**1/4-page
(vertical)**
3.75" x 4.875"



**Buyers' gallery
(vertical)**
2.4375" x 4.875"

General policy

Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed, and also for any claims originating with the ad and made against the publisher. The publisher reserves the right to reject any advertising or to request changes. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

Short rates & rebates

Advertisers will be short rated if within a 12-month period from the date of the first insertion they do not use the amount of space on which billing was based. Advertisers will be rebated if within a 12-month period from the date of the first insertion they have earned a higher frequency than was originally billed.

Cancellations

Cancellations will not be accepted after the material deadline and will not be considered executed unless acknowledged in writing by the publisher. All cancellations must be in writing. Contact Cliff Juretech at 805.358.4806 for deadline extensions or questions.

Publisher reserves the right to repeat previous advertisement until new advertisement or instructions are received, if material deadline has passed.

Agency commission

A 15% agency commission will be allowed on space, color, bleed and position rates only if account is paid within 30 days of invoice receipt. Advertiser and advertising agency are jointly and severally liable for payment. IA will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc. No cash discounts.



Print specifications

Publication trim size: 8.5" × 11"

Binding: Saddle stitch

Trim marks: Yes

Bleed: 0.125" outside trim area

Resolution:

- Color and grayscale images – Minimum 300 dpi at 100% of actual size
- Vector or line art graphics – Minimum 600 dpi

Material requirements

Preferred file format:

- High-resolution, press-ready PDF

Other accepted file formats:

- Illustrator AI or EPS
- InDesign
- Photoshop TIFF or JPEG (flattened)

Unless specifically requested, all materials will be held for 12 months and then discarded.

File preparation

- Build pages to ad size and include a 0.125" bleed on all edges.
- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process. (RGB or LAB color is not allowed. Convert all spot or Pantone colors to process. Remove all unused colors.)
- Do not embed ICC profiles within the ad or images.
- Ensure that all black text is 100% process black.
- Include all linked graphics. (All images must be linked correctly and meet our specifications above.)

Irrigation Today will not be responsible for the reproduction of your ad if the steps listed above have not been adhered to.

File submission

Only send files to be used in your ad. High-resolution files with all fonts and graphics used should be included. Materials are due by the dates listed on page 4 of this media kit. IA reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

Send advertising materials to*:

Irrigation Association
Attn: Trisha Klaus
Communications Director
trishaklaus@irrigation.org
T: 913.488.5505

*If files are larger than 10MB please use WeTransfer.com to submit your artwork.

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 request.

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 American Express Discover

Card number _____

Expiration date (month/year) _____

Name on card _____

Signature _____

Ad sizes

Please indicate the type of ad that will run in each issue:

	Jan. 2018	April 2018	July 2018	Oct. 2018
Full-page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2-page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/3-page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4-page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buyers' gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covers and special positions				
Back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First right-hand ad page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Center spread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Advertiser & agency requirements

- All ads require an IA advertising contract.
- Materials must be submitted in the stipulated size directly to IA by the material deadline. (See *Irrigation Today* Media Kit, pp. 4 – 5.)
- No pricing or product comparisons may be made in the ad. IA reserves the right to refuse any ads or make alterations to ads that do not comply.
- 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 *Irrigation Today* Media Kit, page 5 for pricing and discounts and page 6 for print specifications.

Send advertising contract to:

Irrigation Association
 Attn: Cliff Juretich, Account Manager
 6925 Canby Avenue, Suite 104
 Reseda, CA 91335
 T: 805.358.4806
 Email: cliffjuretich@irrigation.org

For IA use ONLY



8280 Willow Oaks Corporate Drive
Suite 400
Fairfax, VA 22031-4511



10% post-consumer
recycled content



IrrigationTODAY