

Irrigation TODAY



*The irrigation resource
for today's growers*

2021 MEDIA PLANNER

WELCOME

Join us as we support ag irrigation

During the midst of the challenges of 2020, it has become more and more clear how essential agriculture — and ag irrigation — are to the well-being of our country and the world. *Irrigation Today* is the go-to resource for those who are working in this essential industry. As the only publication focused specifically on on-farm irrigation, we offer valuable information about today's trends, technologies and issues to those working in the industry.

In addition to our current print and digital advertising opportunities, we are proud to launch a new *Irrigation Today* website, helping you further expand your reach and get your message into the hands of decision-makers.

I invite you to take a look at our 2021 media planner and look forward to partnering with you as we continue to support this vital industry.



Anne Blankenbiller

Editor-in-Chief

anneblankenbiller@irrigation.org

FOCUS

Irrigation Today is your **direct line to growers** and others involved in the ag irrigation industry.



How are we different from other ag publications?

Irrigation Today is a quarterly magazine published each winter, spring, summer and fall. We are unique compared to other regularly published ag magazines.

- 1 *Irrigation Today* is the only magazine with a **sole focus on on-farm irrigation** — making it the go-to publication in the industry.
- 2 **Experts in the industry** write the magazine articles and content, providing in-depth and valuable information useful in the field.
- 3 New and unique topics are covered in every issue and are **determined by industry representatives** well-versed on where the industry is headed and what issues are important to those working in it.

AUDIENCE

Reach your target audience

Irrigation Today's mission is to be the irrigation resource for today's growers by providing expert content valuable and essential to their operations. Let us connect you with your target audience.



Irrigation Today
print circulation

12,000+



Irrigation Today
digital circulation

18,000+



Irrigation Today
total circulation

26,000+

**Readers have
purchasing power**

62%

of readers are owners or
in executive management

80%

of readers are involved
in purchasing irrigation
products and services

**Readers cover all
sectors of the industry**

55%

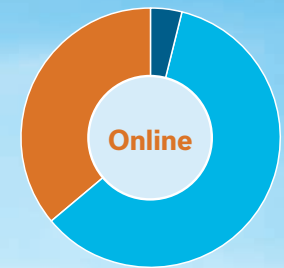
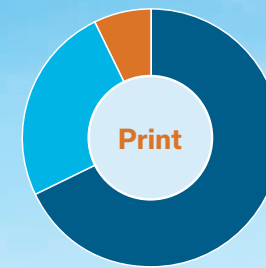
center pivot

42%

drip and subsurface drip

Who subscribes to *Irrigation Today*?

Our broad print and online subscriber base covers the entire spectrum of the agriculture irrigation industry, making it unique among industry publications.



- growers and end-users (68% print and 4% online)
- dealers/distributors, manufacturers, contractors and consultants, manufacturers' representatives (22% print and 60% online)
- government, universities, organizations, water/energy agencies, other (10% print and 36% online)



TESTIMONIALS

Why do irrigation professionals read *Irrigation Today*?

There's nothing more valuable than feedback straight from readers. Here is what a few readers tell us they like about the magazine.

"Learning more about how moisture sensing is progressing and improving to schedule irrigation"


— **Jim Ehrlich** | Colorado Potatoes | Monte Vista, Colorado

"Insights into technologies I would not have otherwise been familiar with"

— **Brian McCauley** | Brown and Caldwell | Davis, California

"*Irrigation Today* provides vital information, from legislative actions to current research and technology, along with advertisements and special articles that give all irrigators ways and new ideas on how to improve application efficiency that cuts costs and preserves our valuable water resource. In our part of the country, irrigation of cropland is a vital part of the economy. It is imperative we stay informed on all issues that relate to the preservation of our fragile aquifer."

— **Ed Banning** | CEO | Ag Management Consultants | Garden City, Kansas



"Advertising in *Irrigation Today* gives us the opportunity to reach agricultural irrigation dealers, districts, distributors, growers and government agencies. The broad reach and distribution of both the print and digital magazine gives us confidence that our message is being seen by the right people. We are proud to be a member of the IA and appreciate the value of the *Irrigation Today* publication."

— **Katie Englin** | agricultural irrigation specialist | Seametrics

"Senninger Irrigation advertises in *Irrigation Today* because we believe the content is rich, and the topics are relevant to our industry. The authors come from industry, academia and even irrigation manufacturers providing varied perspectives. In addition to printed copies to more than 12,000, the issues are available digitally, expanding the reach of our investment. We also believe this is another way we can support the IA."

— **Patrick Gibson** | media and tradeshow coordinator | Senninger Irrigation

What our advertisers say

Our advertisers value that each issue of *Irrigation Today* includes content written by industry experts covering the latest ag irrigation technologies, issues and best practices. Regular features include legislative and weather updates, new technologies, an economy column, best practice guides and association news.

EDITORIAL CALENDAR

Winter 2021

- Pressure regulation
- Water management

Space deadline: Nov. 15, 2020

Material deadline: Dec. 1, 2020

Spring 2021

- Pumps
- Specialty crops and other irrigation trends

Space deadline: Feb. 15, 2021

Material deadline: March 1, 2021

Summer 2021

- Technology advancements
- Soil moisture sensing

Space deadline: May 15, 2021

Material deadline: June 1, 2021

Bonus circulation:

Husker Harvest Days, *Grand Island, Nebraska, Sept. 14-16*; Sunbelt Ag Expo, *Moultrie, Georgia, Oct. 19-21*

Fall 2021

- Maximizing irrigation efficiency
- Incentives for modernizing

Space deadline: Aug. 15, 2021

Material deadline: Sept. 1, 2021

Bonus circulation:

National Association of Farm Broadcasters Convention, *Kansas City, Missouri, Nov. 17-19*; Irrigation Show & Education Week, *San Diego, California, Dec. 6-10*

Other content

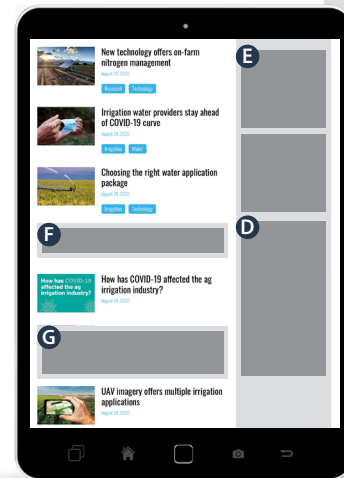
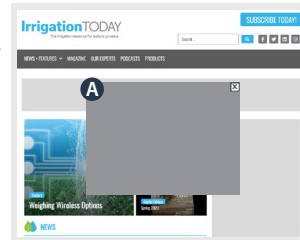
- Economy
- Industry insights
- Irrigation best practices
- Legislative update
- Technology
- Voices from the industry
- Weather outlook



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



WEBSITE



Website advertising sizes

All dimensions are listed as pixels x pixels.
Rates can be found on page 10.

- A Welcome**
640 x 480
- B Wallpaper (2 ads)**
600 x 1100 (each)
- C Super leaderboard**
970 x 90
Four ads rotate within one position each month. Advertiser must also provide 728 x 90 for mobile devices.
- D Large skyscraper**
300 x 600
Four ads rotate within three positions each month.
- E Medium rectangle**
300 x 250
Four ads rotate within three positions each month.
- F Leaderboard**
728 x 90
Four ads rotate within two positions each month.
- G Sponsored content**
Advertiser provides title, 436 x 250 image, 175-character summary and URL link.
- H Mobile adhesion**
320 x 50
Adhesion ads float to the foot.

Get noticed online

Advertise in 2021 and save 50%!

Irrigation Today is launching a brand-new website in fall 2020, opening the door to numerous new cost-effective digital advertising opportunities. To celebrate this new site, **advertising rates are 50% off in 2021!** (See page 10 for more rates.) This website will be updated regularly with the latest news, company/product updates and bonus content, drawing in search traffic. Web ads complement print advertising and can be a great starting place for companies entering the market. Supplement your print commitment with a presence on www.irrigationtoday.org.

Programmatic advertising

According to Match2One.com, in 2018 over 80% of digital display marketing in the United States was done via programmatic advertising. **First-party data-driven programmatic advertising** refers to buying, selling or placing ads through an automated process. This enables companies to purchase ad impressions on publisher sites or apps through a sophisticated ecosystem. Reach -growers and ag irrigation professionals **wherever they are online**. Contact your sales rep to find out more.

THERE'S
MORE!

NEWSLETTERS

News Harvest

News Harvest is a monthly e-newsletter that brings the latest ag irrigation industry news directly to the inboxes of nearly 5,500 ag professionals. With a limited number of advertisers in each issue, your ad will stand out.

Advertising in *News Harvest* is an economical way for new irrigation advertisers to jump-start marketing efforts and for regular advertisers to diversify their reach to irrigation professionals. Launched in 2018, the popularity of this e-newsletter is growing as it gains recognition in the industry.

IA Events

NEW!

Expand your reach! The new *IA Events* e-newsletter is the Irrigation Association's monthly update that carries IA event information to both landscape and ag companies, with a total circulation of nearly 27,000 irrigation professionals. Space allows for up to two banner ads per issue.

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

Email digital banner ads to:

Trisha Klaus
Associate Publisher
trishaklaus@irrigation.org

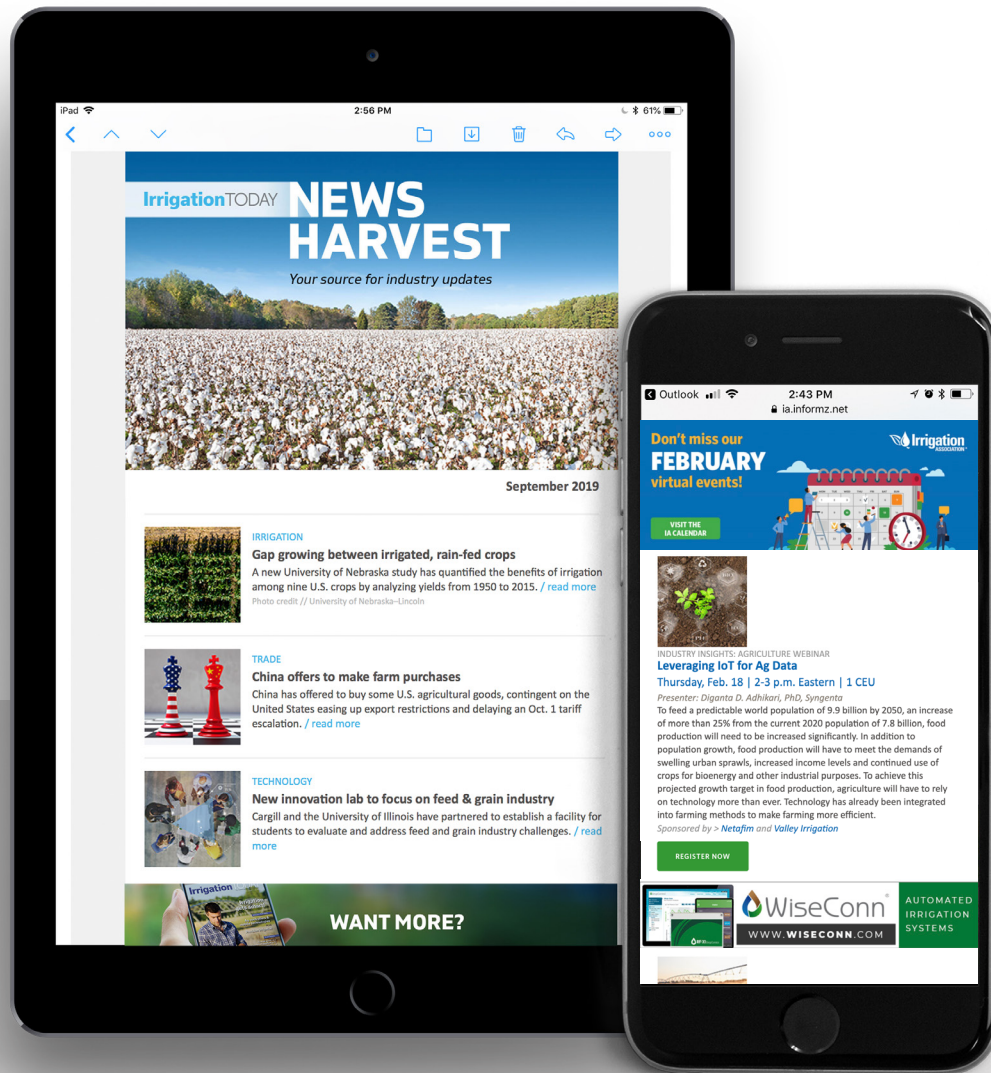
Design tips

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



PRINT SPECS

Irrigation Today offers many display advertising size options, as well as pricing discounts for multiple insertions.



Print advertising sizes

All dimensions are listed as width × height. Rates can be found on page 10.

- A Two-page spread**
17" × 10.875" (trimmed)
17.25" × 11.125" (with bleed)
- B Full-page**
8.5" × 10.875" (trimmed)
8.75" × 11.125" (with bleed)
- C 1/2-page (horizontal)**
7.75" × 4.875"
- D 1/2-page (vertical)**
3.75" × 9.875"
- E 1/3-page (square)**
5.125" × 4.875"
- F 1/3-page (vertical)**
2.4375" × 9.875"
- G 1/4-page (vertical)**
3.75" × 4.875"
- H Buyers' gallery (vertical)**
2.4375" × 4.875"



RATES & CONTACTS

Print advertising rates

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

	1x	2x	4x
Two-page spread	\$5,940	\$5,584	\$5,249
Back cover	\$3,795	\$3,567	\$3,353
Inside front or back cover	\$3,575	\$3,361	\$3,159
Full-page	\$2,750	\$2,585	\$2,430
1/2-page	\$2,079	\$1,954	\$1,837
1/3-page	\$1,529	\$1,437	\$1,351
1/4-page	\$1,265	\$1,189	\$1,118
Buyers' gallery	n/a	\$440	\$414

Additional fees: Special positions – 10%-25% (guaranteed)

Digital advertising rates

Multiple frequencies can be combined for optimal pricing (e.g., 3x News Harvest + 3x IA Events = 6x rate for both).

Newsletters	Publish date	Material deadline	1x	3x	6x	12x
News Harvest	15th of the month	5th of the month	\$415	\$390	\$366	\$344
IA Events	1st of the month	20th of the previous month	\$1,050	\$987	\$928	\$872

Website	Material deadline	1x	50% OFF in 2021!	Frequency
Welcome	Materials are due 5 business days prior to the run month or run week. Provide JPEG or GIF file along with linking instructions.	\$2,050	\$1,025	Weekly
Wallpaper (2 ads)		\$1,765	\$883	Weekly
Super leaderboard		\$1,800	\$900	Monthly
Leaderboard		\$1,500	\$750	Monthly
Large skyscraper		\$1,250	\$625	Monthly
Medium rectangle		\$880	\$440	Monthly
Adhesion		\$1,500	\$750	Monthly
Adhesion – mobile		\$750	\$375	Monthly
Sponsored content		\$800	\$400	Monthly

Two-issue advertiser bonus

Commit to two issues (buyer's gallery ads excluded) and receive the following:

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

Premium member discounts

The following discounts apply for premium Irrigation Association members:

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

Education institution discount

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

Advertise with us today!

Tom Schoen

✉ tom.schoen@bock-assoc.com

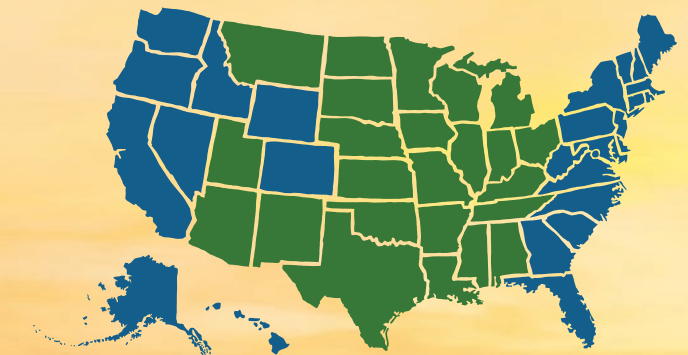
☎ 952.905.3214

Tara Schelling

✉ taraschelling@igin.com

☎ 215.588.5811

(including international and classifieds)



WANT MORE?

The Irrigation Association has additional marketing opportunities! Contact Stephanie Clark at 703.472.5810 or stephanieclark@igin.com.



MATERIALS



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. In addition, *Irrigation Today* will not publish advertisements (print or digital) that include pricing of any kind or comparative content (e.g., research, testimonials or other content comparing one company's products/services, brand or company to another).

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 your sales representative 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. *Irrigation Today* 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" × 10.875"

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 pg. 6 of this media planner. *Irrigation Today* reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

Send advertising materials to*:

Trisha Klaus
Associate Publisher
trishaklaus@irrigation.org

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

Irrigation TODAY

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www.irrigationtoday.org | info@irrigationtoday.org

Irrigation Today is a publication of the Irrigation Association, 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. The 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.

