Irrigation TODAY

The irrigation resource for today’s growers

2021 MEDIA PLANNER
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
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.
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.

**Readers have purchasing power**

- **62%** of readers are owners or in executive management

**Readers cover all sectors of the industry**

- **55%** center pivot
- **42%** drip and subsurface drip

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**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.

- **Print**
  - 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)

- **Online**
  - 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)
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.
Winter 2021
- Pressure regulation
- Water management

Space deadline: Nov. 15, 2020
Material deadline: Dec. 1, 2020

Bonus circulation:
Family Farm Alliance Annual Conference, Reno, Nevada, Feb. 17-20

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.
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.

Programmatic advertising

**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.

**Website advertising sizes**

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

| A | Welcome | 640 × 480 |
| B | Wallpaper (2 ads) | 600 × 1100 (each) |
| C | Super leaderboard | 970 × 90 |
| D | Large skyscraper | 300 × 600 |
| E | Medium rectangle | 300 × 250 |
| F | Leaderboard | 728 × 90 |
| G | Sponsored content | 320 × 250 |
| H | Mobile adhesion | 320 × 50 |
**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 Times**

*IA Times* is the Irrigation Association’s monthly e-newsletter that carries IA news to both landscape and ag companies, with a total circulation of over 18,000 irrigation professionals. The newsletter features a special member news section that celebrates IA member successes by reporting on the latest company updates and events in and around the industry. Advertisers may choose to use an ad to complement a company update in member news. Space allows for up to three banner ads per issue.

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**Design tips**

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

*Exporting your file from Illustrator*
1. Create your banner ad at 650 pixels × 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: JPEG 100 or PNG
6. Click Export Artboard

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**Banner size**
650 pixels (width) × 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
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 x 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"
### Print advertising rates
All ads include four-color process at no extra cost. Prices are per ad per issue.

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

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

### 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.

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

<table>
<thead>
<tr>
<th>Newsletters</th>
<th>Material deadline</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Harvest</td>
<td>15th of the month</td>
<td>$415</td>
<td>$390</td>
<td>$366</td>
<td>$344</td>
</tr>
<tr>
<td>IA Times</td>
<td>1st of the month</td>
<td>$1,050</td>
<td>$987</td>
<td>$928</td>
<td>$872</td>
</tr>
</tbody>
</table>

**Website**

<table>
<thead>
<tr>
<th>Material deadline</th>
<th>1x</th>
<th>50% OFF in 2021!</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>$2,050</td>
<td>$1,025</td>
<td>Weekly</td>
</tr>
<tr>
<td>Wallpaper (2 ads)</td>
<td>$1,765</td>
<td>$883</td>
<td>Weekly</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>$1,800</td>
<td>$900</td>
<td>Monthly</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$1,500</td>
<td>$750</td>
<td>Monthly</td>
</tr>
<tr>
<td>Large skyscraper</td>
<td>$1,250</td>
<td>$625</td>
<td>Monthly</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>$980</td>
<td>$440</td>
<td>Monthly</td>
</tr>
<tr>
<td>Adhesion</td>
<td>$1,500</td>
<td>$750</td>
<td>Monthly</td>
</tr>
<tr>
<td>Adhesion – mobile</td>
<td>$750</td>
<td>$375</td>
<td>Monthly</td>
</tr>
<tr>
<td>Sponsored content</td>
<td>$800</td>
<td>$400</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

Materials are due 5 business days prior to the run month or run week. Provide JPEG or GIF file along with linking instructions.

For Classified ads: Contact Andreina Orozco at andreinaorozco@irrigation.org.
**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.
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)

Credit card:
- [ ] VISA
- [ ] MasterCard
- [ ] American Express
- [ ] Discover

Card number: ____________________________
Expiration date (month/year): ___________
Name on card: __________________________
Signature: ______________________________

ADVERTISER & AGENCY REQUIREMENTS

- All ads require an advertising contract.
- Materials must be submitted in the stipulated size directly to Irrigation Today by the material deadline. (See Irrigation Today media planner, pg. 6 for print ads and pg. 9 for digital ads.)
- No pricing or product comparisons may be made in the ad. Irrigation Today reserves the right to refuse any ads or make alterations to ads that do not comply.
- Irrigation Today, 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 planner, pg. 10 for pricing and discounts and pg. 11 for print specifications. (For digital ads, see pg. 10.)
- Send contract to your sales representative (see pg. 10) or: Irrigation Today
  8280 Willow Oaks Corporate Drive, Suite 400
  Fairfax, VA 22031
  Email: info@irrigationtoday.org