Irrigation TODAY

The irrigation resource for today’s growers

2020 MEDIA PLANNER
Join us in advancing ag irrigation

Agricultural irrigation is a vibrant and continually changing industry, and I am proud to be a part of the only publication focused specifically on on-farm irrigation. *Irrigation Today* is the go-to resource offering valuable information about trends, technologies and issues affecting those involved in ag irrigation.

We offer numerous opportunities for you to expand your reach and get your message into the hands of industry decision-makers. Our print, digital and online advertising opportunities offer something for every budget and marketing plan.

I invite you to take a look at our 2020 media planner, and I look forward to partnering with you as we continue to advance ag irrigation.

Anne Blankenbiller
*Editor-in-Chief*
anneblankenbiller@irrigation.org
What sets *Irrigation Today* apart?

*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. Articles and content are **written by experts**, providing in-depth and valuable information useful in the field.

3. New 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.

**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.

**Readers have purchasing power**

- **62%** of readers are owners or in executive management
- **80%** of readers are involved in purchasing irrigation products and services
- **55%** center pivot
- **42%** drip and subsurface drip

**Irrigation Today**

- Print circulation: **12,000+**
- Digital circulation: **19,000+**
- Total circulation: **29,000+**

**Information provided on this page was compiled from the July 2018 *Irrigation Today* Reader Survey and actual 2020 mailing data.**
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.

**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

"As one of the only national irrigation publications, *Irrigation Today* provides advertisers a breadth of audience unmatched by other regional publications. The who’s who of agriculture irrigation professionals are reading *Irrigation Today*, so it will continue to be a staple in our advertising plan. Since the Irrigation Association is so respected in the industry, we can always count on professional, well-written editorial that is timely and relevant to readers."

— Kalanchi Abraham, marketing communications manager, Seametrics
**Winter 2020**
- Irrigation equipment
- Evapotranspiration

*Space deadline:* Nov. 15, 2019
*Material deadline:* Dec. 1, 2019

*Bonus circulation:* World Ag Expo, Tulare, California, Feb. 11-13; Family Farm Alliance Annual Conference, Reno, Nevada, Feb. 20-22

**Spring 2020**
- Water issues
- Pumps

*Space deadline:* Feb. 15, 2020
*Material deadline:* March 1, 2020

**Summer 2020**
- Technology – Smart irrigation gets smarter
- Innovation through research

*Space deadline:* May 15, 2020
*Material deadline:* June 1, 2020

**Fall 2020**
- Irrigation methods
- Precision irrigation

*Space deadline:* Aug. 15, 2020
*Material deadline:* Sept. 1, 2020

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

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

*News Harvest* is a monthly e-newsletter that brings the latest ag irrigation industry news directly to the inboxes of nearly 6,000 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. As a new digital publication, the popularity of this e-newsletter is expected to grow 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 19,000 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.

**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

**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: JPG; 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: JPG 100 or PNG
6. Click Export Artboard

**Irrigation Today website**

*Irrigation Today* is launching a newly designed website in fall of 2020! The website will draw in readers with the latest news and company/product updates and will offer numerous cost-effective online advertising options. Web ads complement print advertising and can be a great starting place for companies entering the market.
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.

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>Full-page</td>
<td>$2,500</td>
<td>$2,350</td>
<td>$2,250</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$1,890</td>
<td>$1,750</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$1,390</td>
<td>$1,300</td>
<td>$1,150</td>
</tr>
<tr>
<td>1/4-page</td>
<td>$1,150</td>
<td>$1,050</td>
<td>$990</td>
</tr>
<tr>
<td>Buyers' gallery</td>
<td>n/a</td>
<td>$400</td>
<td>$300</td>
</tr>
</tbody>
</table>

### Covers & special positions

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>$3,450</td>
<td>$3,300</td>
<td>$3,200</td>
</tr>
<tr>
<td>Inside front or back cover</td>
<td>$3,250</td>
<td>$3,100</td>
<td>$3,000</td>
</tr>
<tr>
<td>First right-hand advertising page</td>
<td>$2,900</td>
<td>$2,700</td>
<td>$2,500</td>
</tr>
<tr>
<td>Center spread</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

## Two-issue advertiser bonus

Commit to two issues* and receive the following:

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

*Buyers’ gallery ads are excluded.

## 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></th>
<th>Publish date</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>5th of the month</td>
<td>$395</td>
<td>$375</td>
<td>$350</td>
<td>$295</td>
</tr>
<tr>
<td>IA Times</td>
<td>1st of the month</td>
<td>20th of the previous month</td>
<td>$895</td>
<td>$845</td>
<td>$800</td>
<td>$750</td>
</tr>
</tbody>
</table>

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### Advertise with us today!

**Tom Schoen**  
Email: tom.schoen@bock-assoc.com  
Phone: 952.905.3214

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

**Stephanie Clark**  |  IA Business Development Director  
Email: stephanieclark@irrigation.org  |  Phone: 703.472.5810

**Janie Hakim**  |  IA Membership and Advertising Manager  
Email: janiehakim@irrigation.org  |  Phone: 703.536.7080

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**WANT MORE?**  
Contact the Irrigation Association for information on additional marketing opportunities.
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 include 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" x 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.
Advertiser information

Name __________________________________________
Title __________________________________________
Company _______________________________________
Street address ___________________________________
City _____________________________________________
State Zip _______________________________________
Country _________________________________________
Tel (__________) ________________________________
Email __________________________________________
Today’s date ________________________________

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 ______________________________________

Agency information

Agency _________________________________________
Contact name ___________________________________
Street address ___________________________________
City _____________________________________________
State Zip _______________________________________
Country _________________________________________
Tel (__________) ________________________________
Email __________________________________________

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. 9 for pricing and discounts and pg. 10 for print specifications. (For digital ads, see pg. 9.)

Send contract to your sales representative (see pg. 9) or:

Irrigation Today
8280 Willow Oaks Corporate Drive, Suite 400
Fairfax, VA 22031
Email: info@irrigationtoday.org

Ad sizes & issue selections
Please indicate the type of print ad that will run in each issue of Irrigation Today.

2020 print ads – Irrigation Today

<table>
<thead>
<tr>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Full-page</td>
<td>☐ 1/2-page</td>
<td>☐ 1/3-page</td>
<td>☐ 1/4-page</td>
</tr>
<tr>
<td>☐ Buyers’ gallery</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Covers & special positions

Back cover ☐ ☐ ☐ ☐
Inside front cover ☐ ☐ ☐ ☐
Inside back cover ☐ ☐ ☐ ☐
First right-hand ad page ☐ ☐ ☐ ☐
Center spread ☐ ☐ ☐ ☐

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

2020 digital ads – News Harvest

|------|------|-------|-------|-----|------|------|------|-------|------|------|------|

2020 digital ads – IA Times

|------|------|-------|-------|-----|------|------|------|-------|------|------|------|
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.