

GRAIN FACILITY



RICE MILL



FEED MILL



SHUTTLE LOADING FACILITY



POULTRY FEED MILL

REACH.
CONNECT.
ENGAGE.

Feed&Grain
INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

PRINT

DIGITAL

MOBILE

SOCIAL

LIVE

RESULTS

LEADS

Effective marketing communications has never had so many diverse opportunities . . . or confusing options. Digital? Print? Live? Email campaigns? *Feed & Grain* will help you make sense of it all.

REACH

Smart, cost-effective marketing campaigns start with a carefully-defined audience. Across print and digital formats, *Feed & Grain* delivers your message to the right people – decision makers.

Feed & Grain makes a significant, annual investment in audience development, including a BPA audit – a quality assurance step we take for you. Based on our most recent audit, of the 15,700 qualified subscribers, 8,873 identified as corporate and general administration. Another 4,461 are mill, plant or elevator operations management. **More than eight of every 10 subscribers are in managerial roles.** You reach people who guide the process and make the decisions when it comes to selecting products and services.

Digital reach via *Feed & Grain* also sets high standards. Our data shows that of the 15,373* people who access our digital edition, nearly 10,000* are in corporate or operations management positions.

Industry Watch, our daily eNewsletter, mailed to 13,283* inboxes, includes about 8,700* recipients in corporate and operations management positions.

And of the 12,368* who have opted to receive email marketing messages, more than half are in management positions.

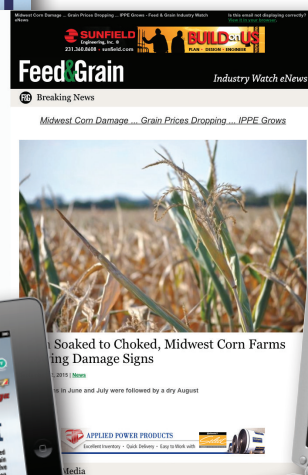
Simply put, *Feed & Grain* media delivers decision makers.

Print
qualified subscribers
15,700**



Digital edition
15,373*

Industry Watch eNewsletter – **13,283***



Email marketing
12,368*



*Publisher's own data/**June 2015 BPA audit statement

CONNECT

Feed & Grain content connects. It informs, educates, intrigues and entertains. It helps the audience make sense of complex issues.

Our editorial direction is well-defined and effectively delivered. Consider our cover features. *Feed & Grain* provides in-depth articles that focus on the efforts of progressive owners, operators and managers working to improve customer service, throughput, efficiency and quality.

A look at feedandgrain.com shows that we cover the industry's critical issues: Global trade, infrastructure challenges, grain merchandising, association updates, regulatory issues and so much more. Every weekday, Industry Watch delivers the day's news that's pertinent to feed and grain professionals. Plus, more than 3,500* people connect with *Feed & Grain's* social media platforms.

Get connected. Place your marketing communications messages in the right editorial environment with *Feed & Grain*.



CORPORATE AND GENERAL
ADMINISTRATION

8,873
Subscribers



MILL, PLANT OR ELEVATOR
OPERATIONS MANAGEMENT

4,461
Subscribers

ENGAGE

It can be a buzzword, tossed around in our digital age until meaning is lost. Here's what engagement means in our efforts.

Engagement means recognition. Our audience recognizes that we deliver information that matters.

Engagement means acceptance. Our audience chooses to accept content from *Feed & Grain*. So much so that even in this world of content clutter, they provide us with their email address.

Engagement means involvement. *Feed & Grain* staff are present at key industry conferences and trade shows. And, in 2016, we're launching our first-ever live event.

We are involved today – and have been a part of this vibrant and vital industry for over 50 years. We are constantly in touch with our audiences and those who wish to reach them.

Engagement happens when you reach the right audience with content they need, want and value and let the audience access or receive that content in the formats they choose. That's what we do.

We help you do the same.

REACH, CONNECT AND ENGAGE DECISION MAKERS WITH *FEED & GRAIN*.

*Publisher's own data

2016 EDITORIAL CALENDAR

ISSUE EMPHASIS

PRODUCT SPOTLIGHTS

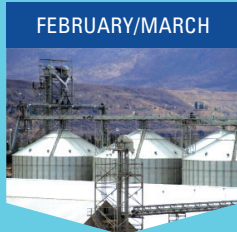
BONUS DISTRIBUTION



JANUARY

FEED INDUSTRY TRENDS

- Dust control & explosion prevention
- Design, construction & remodeling
- Maintenance, motors & generators



FEBRUARY/MARCH

GRAIN HANDLING SAFETY

- Storage (including fumigation & pest control)
- Drying & aeration
- Safety & rescue equipment



APRIL/MAY

TRANSPORTATION

- Operations management (including financial products/services & plant automation)
- Transportation-related products
- Renovation & bin cleaning



JUNE/JULY

GRAIN QUALITY

- Cleaning equipment & magnets
- Grain testing & analysis
- Weighing



AUGUST/SEPTEMBER

FACILITY MANAGEMENT

- Conveying & material handling
- Bags, bagging & palletizing



OCTOBER/NOVEMBER

FEED MANAGEMENT

- Mixing & batching
- Milling & grinding
- Automated control systems



SHOWCASE 2017

ANNUAL BUYER'S GUIDE

- Most comprehensive listings and buyer's index for the industry
- Hundreds of full color product listings
- Buyer's Guide
- Product/Service Directory
- Inquiries processed year-round

DATES

Close: 11/20/15
Art Due: 12/1/15

Close: 12/28/15
Art Due: 1/7/16

Close: 3/4/16
Art Due: 3/11/16

Close: 5/4/16
Art Due: 5/11/16

Close: 7/7/16
Art Due: 7/14/16

Close: 9/6/16
Art Due: 9/13/16

Close: 10/21/16
Art Due: 10/28/16



International Production & Processing Expo (IPPE)
Jan. 26-28 | Atlanta, GA



GEAPS Exchange
Feb. 28-Mar. 1 | Austin, TX



NGFA Annual Convention
Mar. 13-15 | San Diego, CA



Feed & Grain LIVE
Aug. 22-23 | Altoona, IA



NGFA Country Elevator/Feed Industry Conference
Dec. 11-13 | Chicago, IL

extra

Distribution at ALL major shows & meetings throughout the year!

2016 RATES (GROSS)

Size	B/W	2-Color	4-Color
Full	\$4,320	\$4,750	\$5,390
2/3	3,415	3,840	4,490
1/2	2,660	3,085	3,730
1/3	1,970	2,295	3,040
1/4	1,475	1,900	2,550

FEED MART RATES

Get your product or service highlighted in this quick reference section.
4-color, 2-color or Black/White
Personalized url
Ad Size: **3³/₈" x 4⁷/₈"**



	Black/White or 2-color	4-Color
7X	\$815	\$915
3X	\$875	\$975
1X	\$950	\$1,050

All rates listed are NET rates per insertion. All special section advertising is pre-paid prior to closing. Applicable credit cards are MasterCard, Visa or American Express.



Send materials to:

Feed & Grain | 45 S. Water Street East | Fort Atkinson, WI 53538
Attn: **Vicki Roth** | vicki.roth@feedandgrain.com | 920.397.3834

PDF files preferred. Files may be emailed as long as they are less than 25 MB. To send files exceeding 25 MB, please use the following ftp site: <https://www.hightail.com/u/afbf-cs>

Terms and conditions apply for details go to www.feedandgrain.com



CLASSIFIED AD RATES

Ads sold per column inch. Ad can be 1-4 columns wide by 1-10 inches high.

1 column inch

1.75 in. wide x 1 in. high
1x = \$165/4x = \$160/7x = \$155

2 column inch

1.75 in. wide x 2 in. high
1x = \$295/4x = \$285/7x = \$265

3 column inch

1.75 in. wide x 3 in. high
1x = \$440/4x = \$420/7x = \$400

4 column inch (2x2)

3.625 in. wide x 2 in. high
1x = \$570/4x = \$550/7x = \$510

5 column inch

1.75 in. wide x 5 in. high
1x = \$705/4x = \$650/7x = \$630

6 column inch (2x3)

3.625 in. wide x 3 in. high
1x = \$850/4x = \$815/7x = \$755



Contact us for details:

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Jonathan Franks
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920.397.3835

AD SIZES

FULL PAGE

Bleed: 8¹/₈" x 11"
Trim: 7⁷/₈" x 10³/₄"
Live area: 7" x 10"

2/3 PAGE VERTICAL 4⁹/₁₆" x 10"

1/2 PAGE VERTICAL 3³/₈" x 10"

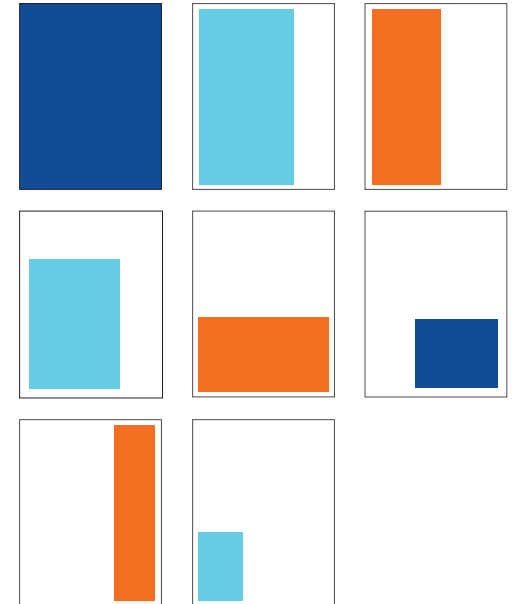
1/2 PAGE STANDARD 4⁹/₁₆" x 7³/₈"

1/2 PAGE HORIZONTAL 7" x 4⁷/₈"

1/3 PAGE STANDARD 4⁹/₁₆" x 4⁷/₈"

1/3 PAGE VERTICAL 2³/₁₆" x 10"

1/4 PAGE STANDARD 3³/₈" x 4⁷/₈"



Page trim size is 7⁷/₈" wide by 10³/₄" high. Keep essential matter ³/₈" inside trim dimensions on all four sides. (All sizes are width x height.)

MORE PRINT OPPORTUNITIES

- ▶ Supplements
- ▶ Custom Publications
- ▶ Ride-Alongs
- ▶ List Rentals
- ▶ Stickers
- ▶ Unique Covers
- ▶ Specialty Ad Positions

Contact us today for details.



SPONSORED CONTENT

Use the power of the internet to get your message to over 44,000* page views per month on FeedandGrain.com. Your company's hot topics can reach an even greater audience of more than 13,000* people each day!

- ▶ Displayed on the *Feed & Grain* home page, news page, "More Articles" list under each news story, and in the Industry Watch eNewsletter for one week
- ▶ Limited space available (first-come/first-serve basis)
- ▶ Features your image/logo, headline, teaser, article and a link to your site

\$350/per month



DIGITAL EDITION APP ADVERTISING

With over 17,000* views, the *Feed & Grain* digital edition app is a sure fire way to get your name in front of new customers. Advertise in the *Feed & Grain* digital edition app and take advantage of the many readers using alternative methods to receive their *Feed & Grain* information.

Available in iPad, Android formats and online, the *Feed & Grain* digital edition app ad dimensions are 1024 x 768 pixels (horizontal).

- ▶ Available to view online or on your tablet device
- ▶ Ads can be supplied or created to design requirements
- ▶ FREE interactive rich media included such as video, audio, slideshows, etc.
- ▶ Ad view stats supplied on request

Sponsorship Package — \$2,500 per year

Tablet Ad — \$100 per issue print advertiser

\$200 per issue non-print advertiser



Sponsorship package includes cover logo and front forward ad in every issue.

CUSTOM PUBLISHING

Custom Publishing is a service that provides a simple and quick way to purchase publications you want assembled, using articles you create or we create for you. You may choose your product delivery in high-quality print or electronic format.



ADVERTORIALS

'Advertorials,' which are written in the house style of the host magazine, enable the advertiser to don the mantle, use the voice and sport the values of the magazine. This intimacy brings added credibility to the brand, while readers appreciate the extra material for them to read.



CUSTOM REPRINTS

Magazine print and digital reprints are a powerful way to connect with your audience, generate leads and engage customers. Promote awareness and credibility through our magazine reprints that are produced at the highest quality, with options for customization (such as adding the magazine cover, disclaimer text, and company logos).



WHITEPAPERS & INSERTS

Promote your product or service with the overall goal to generating sales leads, establishing thought leadership, making a business case, or informing and persuading prospective customers.



CTECAG is a family of specialty companies serving the construction, maintenance and repair needs of agricultural facilities nationwide. Together, our 100+ employees are dedicated to providing the highest quality products and services.

Contact us today for a free estimate!
1.800.345.2832 | www.ctecag.com



Contact us today to request a quote and take advantage of these marketing opportunities.

DIGITAL

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

THE ONLINE HOME OF FEED & GRAIN DECISION-MAKERS

Look beyond traditional media for new ways to connect with your audience, generate leads and engage customers.

Engage the *Feed & Grain* audience and get measurable results with these Digital Marketing Opportunities:

- ▶ Web Banner Advertising
- ▶ Online Buyer's Guide
- ▶ Email Marketing
- ▶ eNewsletter Banner Advertising
- ▶ Webinars
- ▶ Custom eNewsletters
- ▶ Sponsored Content
- ▶ Digital Edition App
- ▶ Responsive Design



Contact us today for details.

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www.feedandgrain.com



WEB BANNER ADS* (NET)

Position 1 Banner 970 x 250	\$705
Position 2 Banner 300 x 250	\$600
Position 3 Banner 300 x 250	\$530
Position 4 Banner 300 x 600	\$465

*(3-month commitment required) * Rotates with other advertisers*

HIGH IMPACT ADVERTISING UNITS*

Welcome Ad	\$435 per week
Page Peel	\$435 per month
Wallpaper Ad	\$2,500 per month

* Exclusives only

.jpg or .gif files preferred. Files may be emailed as long as they are less than 25 MB. To send files exceeding 25 MB, please use the following ftp site: <https://www.htail.com/u/afbf-cs>

1658 X 1058 Wallpaper Ad

Feed & Grain Buyers Guide Magazine Blog

Feed Grain Safety Government Commerce

970 X 250 Position 1

News Red Cross Calls on Iowa Co-ops for Gift of Grain

Buyers Guide AgVantage Edge

Sponsored Content OSHA Cites Farmers Cooperative After Death of Employee

550 X 480 Welcome Ad

300 X 250 Position 2

Subscribe Sign up for our eNewsletter

Latest Issue Feed & Grain August/September 2014

300 X 250 Position 3

Ten Most Popular Articles

300 X 600 Position 4

Magazine, August/September 2014

Man Saved from Bin... Midwest Construction Boom... Soybeans Outperform - Feed & Grain Industry Watch eNews

468 X 60 Position 1

Feed & Grain Industry Watch eNews

Breaking News

Man Saved from Bin... Midwest Construction Boom... Soybeans Outperform

Man Saved From Grain Bin Near Louisville, NE

September 03, 2015 | [News](#)

Went into the wet and moldy corn-filled bin to work on the auger

[\[Read More\]](#)

468 X 60 Position 2

Social Media

Like on Facebook

Follow on Twitter

News & Briefs

468 X 60 Position 3



News & Briefs Headlines:

- [New Crop Soybeans Outperform](#)
- [Central Life Sciences Highlights Expansive Brand Portfolio with Redesigned Website](#)
- [H.J. Baker Creates New Sales Position in Southwest, Southern Plains](#)
- [GSI to Expand Grain Product Portfolio with Smoothwall Bins](#)

Midwest Construction Boom

September 03, 2015 | [Feature](#) | [Magazine](#)

With harvest yields continuing to increase and demand for animal protein continuing to rise, the need for storage and production has never been greater. In the Midwest, it can be hard keeping track of what is being built, so Feed & Grain has compiled a list of ongoing or recently completed construction projects with in-depth looks at five of them.

[\[Read More\]](#)

300 X 250 Position 4

Buyers Guide



Get fast, relevant product information... ANYTIME. ANYWHERE. ANY DEVICE.

Click here to view the Buyers Guide

[Feed&Grain.com](#)

300 X 250 Position 5

follow on Twitter | friend on Facebook | forward to a friend

Copyright © 2015 Feed and Grain. All rights reserved. This email has arrived in your inbox because you signed up for updates on the Feed&Grain website. Our mailing address is: Feed and Grain 45 S Water St E, Fort Atkinson, WI, United States Fort Atkinson, WI 53538

Add us to your address book

[unsubscribe from this list](#) | [update subscription preferences](#)

NEWSLETTERS

Newsletters are one of the most popular forms of generating sales leads online. Reach over 13,000 subscribers* by sponsoring one of *Feed & Grain's* daily newsletters. Generate measurable traffic to your company's website as well as build your company's brand.

- ▶ Limited space available (first-come/first-serve basis)
- ▶ 3-month commitment required
- ▶ Different advertisers each day (4-5 exposures per month)

NEWSLETTER BANNER ADS* (NET)

Position 1 Banner 468 x 60	\$705 per month
Position 2 Banner 468 x 60	\$640 per month
Position 3 Banner 468 x 60	\$600 per month
Position 4 Banner 300 x 250	\$570 per month
Position 5 Banner 300 x 250	\$510 per month

*Exclusives only

EMAIL CAMPAIGNS

Select from the *Feed and Grain* database of over 14,000 email subscribers*. Your targeted email blast can be used for new product promotion, lead generation and to drive website traffic.

\$250 per 1,000 emails

*Publisher's Own Data



BUYER'S GUIDE*

Category sponsorships provide maximum exposure for generating leads.

- ▶ 3 banners in your product category 970 x 250, Top leaderboard 300 x 250 medium rectangle 300 x 600 skyscraper
- ▶ Company listing in all categories that apply
- ▶ 150-200 words describing your company and products
- ▶ Product releases with image and copy
- ▶ Company logo
- ▶ Listed as a "Featured Company" in the Buyer's Guide

\$1,495 per year



*Rotates with other advertisers

ANNOUNCING . . . *FEED & GRAIN LIVE!*

Feed&Grain

LIVE



Prairie Meadows Hotel | Altoona, IA
August 22-23, 2016

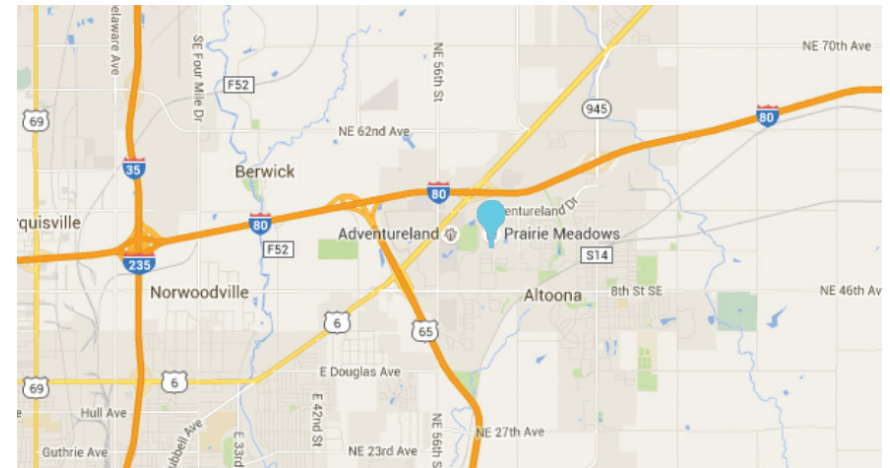
Registration begins at 1:00 p.m. Monday; program closes at 1:30 p.m. Tuesday.



Feed & Grain is taking its industry-focused content and audience orientation LIVE. On August 22 and 23, 2016, we'll deliver a well-rounded conference that provides valuable, actionable information to feed and grain industry professionals.

VENUE

Prairie Meadows provides a more intimate venue for a content-oriented conference. Used by our sister IDEAg conferences in the past, we've found the location to be easily accessible (off I-80 and I-35) and very attendee friendly. There's plenty of room for exhibit space and, more importantly, the space is designed to help ensure audience/exhibitor interaction. Plus, it's a highly accessible location for drive-in traffic from several key states.




TARGETED AUDIENCE


Our marketing efforts will reach out to decision-makers, including:


- ▶ Mill managers
- ▶ Elevator managers
- ▶ Plant managers
- ▶ Safety directors

CONTENT

Presentations will focus on three key areas:

 **Feed** – The Food Safety Modernization Act is having a significant, ongoing impact on the feed and grain industry. Grain and feed operations need to be aware of all of its ramifications. Experts from the American Feed Industry Association are developing and will present this education track.

 **Grain** – Even in the most modern facilities, grain quality management is a constant issue. Any slip in management, from testing to load out, carries the potential to decrease product value. *Feed & Grain* will put grain quality experts front and center to talk about key management concerns and solutions.

 **Management** – Where's the next generation of top-flight grain and feed facility managers? Recruiting, training and retaining bright, hard-working people is a critical issue the whole industry is facing. These sessions, by Dr. John Foltz, Dean, College of Agricultural and Life Sciences and Professor, Department of Agricultural Economics and Rural Sociology, University of Idaho and long-recognized contributor to *Feed & Grain*, will provide actionable, take-home value on how to hire and keep top talent.

PLUS! *Keynote speakers who will intrigue the audience by providing unique insights and outlook for the future of U.S. agriculture*

“COVER STORY PANEL SESSION” EXCLUSIVE!

This presentation will include key people from our recent cover stories. They'll explain the challenges they faced and solutions they put in place to improve operations efficiency in their facilities.

MARKETING PLAN

Feed & Grain reaches a significant number of industry professionals that are within a day's drive or less of Altoona, IA. Our marketing efforts will include full-issue (15,700)** reach with *Feed & Grain* magazine. The 15 states that will receive more marketing attention account for more than 13,000* online user sessions per month; site users will see both ads and news updates relating to the event. Email marketing efforts will reach over 13,000* inboxes across the same targeted states. Print advertising is underway. Additional emails will begin in October and run into next August. We are expecting 200 to 250 attendees and can accommodate 300.

SPONSORSHIP OPPORTUNITIES

- ▶ **Six Sponsorship Levels** to accommodate a range of budgets.
- ▶ **Two Platinum Sponsors**
Receive top billing on all of our targeted marketing efforts and on all event information we produce across all formats. This is a great opportunity to showcase your company with consistent exposure.
- ▶ **Registration, Meal, Session and Refreshment Sponsorships** are available.
- ▶ Exhibit-space only fee is \$400.

With its carefully-chosen content focus, a strong attendee marketing campaign and an easy-access venue, our inaugural *Feed & Grain* LIVE! event is sure to be a success. More information will be available soon!

*Publisher's own data/**June 2015 BPA audit statement

<http://live.feedandgrain.com>

OUR PLATFORM ADVANTAGE

The IDEAg Publications Group is located in Fort Atkinson, Wisconsin. IDEAg publishes Feed & Grain Magazine, the leading business-to-business publication serving the American grain storage, milling and grain handling sector, and features a turn-key, custom publishing platform headlined by Farm Forum Magazine, the official custom publication of Case IH.

IDEAg features a veteran, award-winning staff of editors, writers, designers, production managers and advertising specialists. IDEAg offers communications solutions for multiple platforms, including print, digital, web and app-based publishing. IDEAg also features in-house capabilities such as circulation management, mail administration and advertising sales and tracking.

The flagship publication of IDEAg is Feed & Grain Magazine. With more than 15,000 qualified subscribers, Feed & Grain serves customers across the feed and grain production chain. Each issue provides authoritative journalism for industry professionals. Advertisers are drawn to Feed & Grain's diverse print, digital, web and app-based solutions to reach a top-tier business-to-business audience.

Farm Forum Magazine showcases IDEAg's custom publishing success. Each issue includes crisp and dynamic writing and colorful photography, as well as a full complement of new media solutions that position the client's brand as a leader in the field of agricultural equipment.

OUR STAFF ADVANTAGE

The IDEAg Publications team is comprised of skilled and award-winning editors, writers, production specialists, digital technicians and design professionals. We specialize in taking your stories and images, or producing those with your approval, and crafting them into communications vehicles that carry your messages to specific audiences. You will be working with senior level pros to accomplish your mission.

OUR LEADERSHIP ADVANTAGE

Arlette Sambs is Publisher for IDEAg Publications. Arlette has more than 30 years of experience in magazine publishing and management. In addition to leading the IDEAg Publications staff at their base office in Fort Atkinson, Wisconsin, her areas of expertise range from magazine production and marketing to digital and print management.

OUR TECHNICAL ADVANTAGE

In addition, IDEAg Publications includes experts in the fields of writing, print and digital production, design, web management, social media, marketing and ad sales. We supplement our team by including talented specialists from our parent organization,

the American Farm Bureau Federation, with emphases in areas such as technology, broadcast production, public policy writing, print management and events.

We also have strong and established relationships with a hand-selected group of trusted and proven consultants in the areas of publishing, magazine management and production.

OUR CONTENT ADVANTAGE

Our writing and expertise make a difference. Whether it's a hard hitting issues story, a polished company or service profile, a heartfelt feature story or a rural lifestyle story, we excel at sharing the stories of the Feed and Grain sector, dynamic agribusinesses, America's farm and ranch families and their rural communities; it's ingrained in our mission. We believe factual and timely content and engaging writing matters and, we are able to draw from relationships we have with numerous sources in the Feed and Grain, agriculture and food sectors, from numerous allied organizations, groups and associations.

Our content expertise is strengthened by our ability to engage staff experts from AFBF, and from throughout the Feed and Grain sector, who are recognized experts in their fields, ranging from agricultural policy and rural development to economics and rural lifestyle issues.

OUR RELATIONSHIP ADVANTAGE

The American Farm Bureau Federation owns IDEAg. AFBF is the nation's recognized Voice of Agriculture.

WHY US?

Overall, the IDEAg team will ensure that the content for your publication is factual and interesting and that the design and appearance of your product will attract the reader's eyes and command their attention. We can also deploy the power of technology and digital publishing to extend the reach of your effort and we can even help you measure the reach and impact of your communications platforms. Our team, our platforms, our know-how and our relationships offer a focused and collaborative solution. Our solution will help you build comprehensive success for the content, look, feel and effectiveness of your publication and your business.



Feed&Grain

45 S. Water Street East | Fort Atkinson, WI 53538 | 920.397.3830 | www.feedandgrain.com

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