

# WHEAT LIFE

The official publication of the Washington Association of Wheat Growers

## 2019 MEDIA GUIDE



## Audience & Circulation

*Wheat Life* reaches every wheat producer in Washington state and thousands of additional ag industry subscribers in the Pacific Northwest.

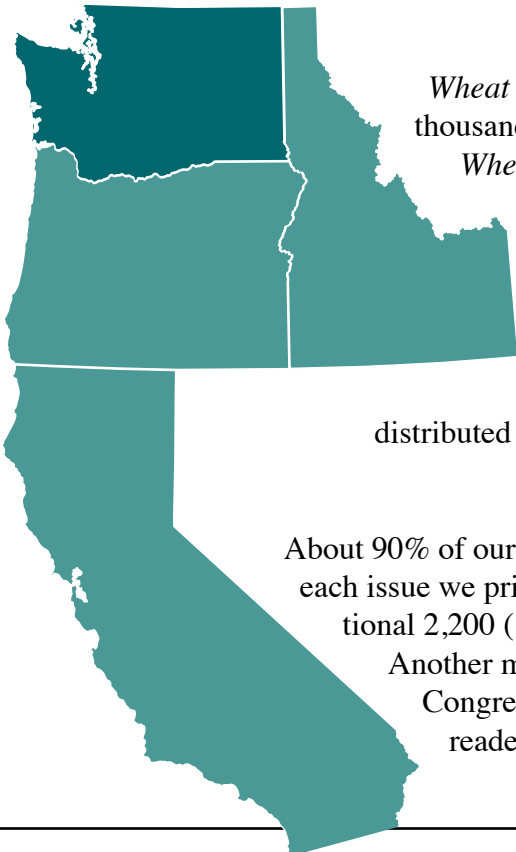
*Wheat Life* covers nearly 5 million acres of annual crop production. Our readers include producers, landlords, agribusiness operators, legislators and media.

Producers of triticale, peas, lentils, alfalfa and timothy hay, potatoes, corn, mint, canola and mustard throughout the Pacific Northwest are also on the mailing list. *Wheat Life* is also distributed to every legislator in Olympia, Wash., and Washington, D.C.

### Circulation Per Issue

About 90% of our readership is in the Pacific Northwest. Of the 14,600 copies of each issue we print, about 11,000 (75%) go to Washington state readers. An additional 2,200 (15%) are delivered to residents in California, Idaho and Oregon.

Another major portion of our list includes about 600 members of the U.S. Congress and Senate. The remainder of our list is spread out among readers in every state.



## Focus

*Wheat Life* focuses on wheat, small grains, alternative and dryland and irrigated crop production in the PNW. This highly-respected monthly trade magazine includes articles, editorials and reports on market information, research, tillage, management practices, conservation, nutrition and other product news. Emphasis is given to PNW dryland wheat, barley and pulse crops, as well as irrigated and alternative crops.

## Publishing Details and Agency Commission

*Wheat Life* is published eleven (11) times per year. The combined August-September issue drops in early August (no issue drops in September).

Agency commission of 15% on gross billing is allowed, including ad space, color and position. No discounts allowed on any agency-ordered production by *Wheat Life* staff.

## 2019 EDITORIAL CALENDAR

<b>JANUARY:</b>	Spokane AgExpo, Agricultural Equipment, Legislative Session
<b>FEBRUARY:</b>	Precision Agriculture, Crop Protection, Careers/Education
<b>MARCH:</b>	Spring Seeding, Fertility, Irrigated Crops
<b>APRIL:</b>	Direct Seeding, Business of Farming
<b>MAY:</b>	Alternative Crops, Fertility, Farmers' Tools
<b>JUNE:</b>	Hay & Alfalfa, Grain Marketing
<b>JULY:</b>	Varietal Research, Legal Services, Current Crop, Pre-Harvest
<b>AUGUST-SEPTEMBER:</b>	Harvest, Fall Seeding, Financial Services
<b>OCTOBER:</b>	Tillage, WAWG Convention
<b>NOVEMBER:</b>	WAWG Convention, Conservation Practices
<b>DECEMBER:</b>	Ag Shows, Marketing, Pre-Legislative Session

## CONTACT:

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All shipped ad materials (hard copy) should be sent to:

Wheat Life Magazine  
Kevin Gaffney  
PO Box 96  
705 Osprey Drive  
Cheney, WA 99004-0096

If you prefer sending files electronically, please send files to our Box account:  
[upload.Wheat\\_L.Irmsct204p@u.box.com](mailto:upload.Wheat_L.Irmsct204p@u.box.com)



### ADVERTISING RATES (per issue)

#### FOUR-COLOR

	1-Time	3-Time	6-Time	11-Time
Full Page	\$2660	\$2475	\$2220	\$2030
2/3 Page	\$1950	\$1725	\$1530	\$1385
1/2 Page	\$1505	\$1380	\$1295	\$1060
1/3 Page	\$1070	\$960	\$894	\$865
1/4 Page	\$795	\$737	\$670	\$599
1/6 Page	\$674	\$630	\$596	\$575
1/9 Page	\$583	\$540	\$477	\$420
Two-Page Spread	\$4535	\$4195	\$3780	\$3300
Inside Cover Spread	\$4840	\$4698	\$4590	\$4360
Back Cover	\$2910	\$2670	\$2385	\$2200

**BLACK & WHITE** ads are available as an option. Pricing is \$100 less than the full color rates on all sizes and formats, per insertion. Black plus one color ads are the same rates as black and white ads.

### ISSUANCE AND CLOSING DATES

Wheat Life is issued 11 times per year by Standard (A) Mail, on or near the 1st day of month of publication date. Combined August-September issue drops in early August (no September mailing). Advertising orders due 1st day of month preceding issue date and advertising materials due 10th day of month preceding Issue date. Advertising orders may not be cancelled after closing date. Publisher reserves right to reject any advertising at any time. Rates may be revised upon 60 days' written notice. Specifications in current rate sheet supersede previous policy. Each contract must specify space reserved and schedule of Insertions. Advertising material destroyed after one year unless return requested.

### ADVERTISEMENT SIZES

	<i>h</i> -horizontal	<i>v</i> -vertical
Two-page spread, full bleed	17.125"h x 11.25"v (Live area: 15.75"h x 9.875"v)	
Full page with bleed	8.75"h x 11.25"v (Live area: 7.375"h x 9.875"v)	
Full page with margins	7.375"h x 9.875"v	
2/3 page vertical	4.86"h x 9.875"v	
2/3 page horizontal	7.375"h x 6.5"v	
1/2 page	4.86"h x 6.5"v	
1/2 page vertical	3.6"h x 9.875"v	
1/2 page horizontal	7.375"h x 4.86"v	
1/3 page	3.6"h x 7.375"v	
1/3 page horizontal	7.375"h x 3.2"v	
1/3 page vertical	2.35" h x 9.875"v	
1/4 page vertical	3.6" h x 4.86"v	
1/4 page horizontal	4.86" h x 3.2"v	
1/6 page	2.35" h x 6.5"v	
1/9 page vertical	2.35" h x 3.2"v	
1/9 page horizontal	3.6" h x 2.35"v	

### PUBLICATION SPECIFICATIONS

Publication trim size	8.375"h x 10.875"v
Spread trim size	16.75"h x 10.875"v
One column	2.2"
Two columns	4.8"
Three columns	7.375"
Line Screen	150 lpi (300 ppi)
Binding	Saddle-stitch
Printing	Heat-set web on gloss

### DIGITAL FILE SPECIFICATIONS

- All files and images converted to CMYK
- TIFF, JPG or PDF (press quality) format, Mac compatible
- Use high-resolution images (300 ppi)
- No 'rich black' thin rules or text under 24 pt.
- Flatten Photoshop files
- No color management or embedded profiles

**Your advertisement is viewed by Washington's agricultural industry which contributes over \$8 billion annually to the U.S. economy!**

We are excited to continue to offer online advertising to our *Wheat Life* clients! We carry our print media tradition of excellence into the internet with [www.wheatlife.org](http://www.wheatlife.org). Viewers can cruise through top *Wheat Life* articles, as well as new interactive media including Twitter updates and Facebook page. We continue improving the site and its popularity continues to grow each year. We offer standard sizing so your ad on wheatlife.org will easily complement other web advertising.

### WEB ADVERTISING RATES

#### NON-ANIMATED

	6 months	12 months	
Side large banner	\$45/mo.	\$40/mo.	300px h X 250px v (75,000 sq. px)
Side small banner	\$35/mo.	\$30/mo.	300px h X 175px v (52,500 sq. px)
Top banner	\$50/mo.	\$45/mo.	575px h X 108px v (62,100 sq. px)

#### ANIMATED (FLASH)\*

	6 months	12 months	
Side large banner	\$65/mo.	\$60/mo.	300px h X 250px v (75,000 sq. px)
Side small banner	\$55/mo.	\$50/mo.	300px h X 175px v (52,500 sq. px)
Top banner	\$70/mo.	\$65/mo.	575px h X 108px v (62,100 sq. px)

### WEB ADVERTISING SIZES

*h*—horizontal      *v*—vertical



\*Animated ads must be camera ready



## 2019 Greensheet Ad Rates

We also offer advertising within our **monthly newsletter, Greensheet, and weekly digital ALERT**. This newsletter goes out to the 1,800+ members of the Washington Association of Wheat Growers. It is sent both as a digital version via email, and it is also mailed to those members who prefer a physical copy. This is a great way to get your product in front of a very specialized and targeted audience. We offer one size, which is very similar to our large web ad style. Your ad will be color on the digital issue, but black & white in the printed version. Currently, our recipient list is split 50/50 digital vs. hard copy.

### GREENSHEET ADVERTISING RATES

#### BLACK & WHITE, FOUR-COLOR

	6 months	12 months	
Large	\$100/mo.	\$90/mo.	3.625" h X 3" v

### GREENSHEET ADVERTISING SIZES

*h*—horizontal      *v*—vertical

## BUNDLE PRICING

Sign up for this bundle and you will get a LARGE WEB AD (non-animated) and a GREENSHEET AD for 12 months

# \$125/mo.

\$1500/year

