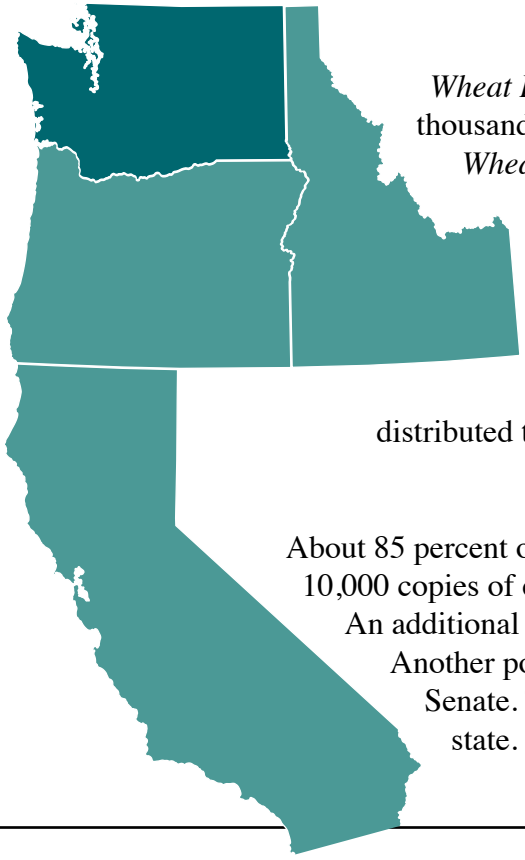
WHEAT LIFE

The official publication of the Washington Association of Wheat Growers

2026-27 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 85 percent of our readership is in the Pacific Northwest. Of the more than 10,000 copies of each issue we print, about 70% goes to Washington state readers. An additional 13% is delivered to residents in California, Idaho, and Oregon. Another portion of our list includes 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.

2026-27 EDITORIAL CALENDAR

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

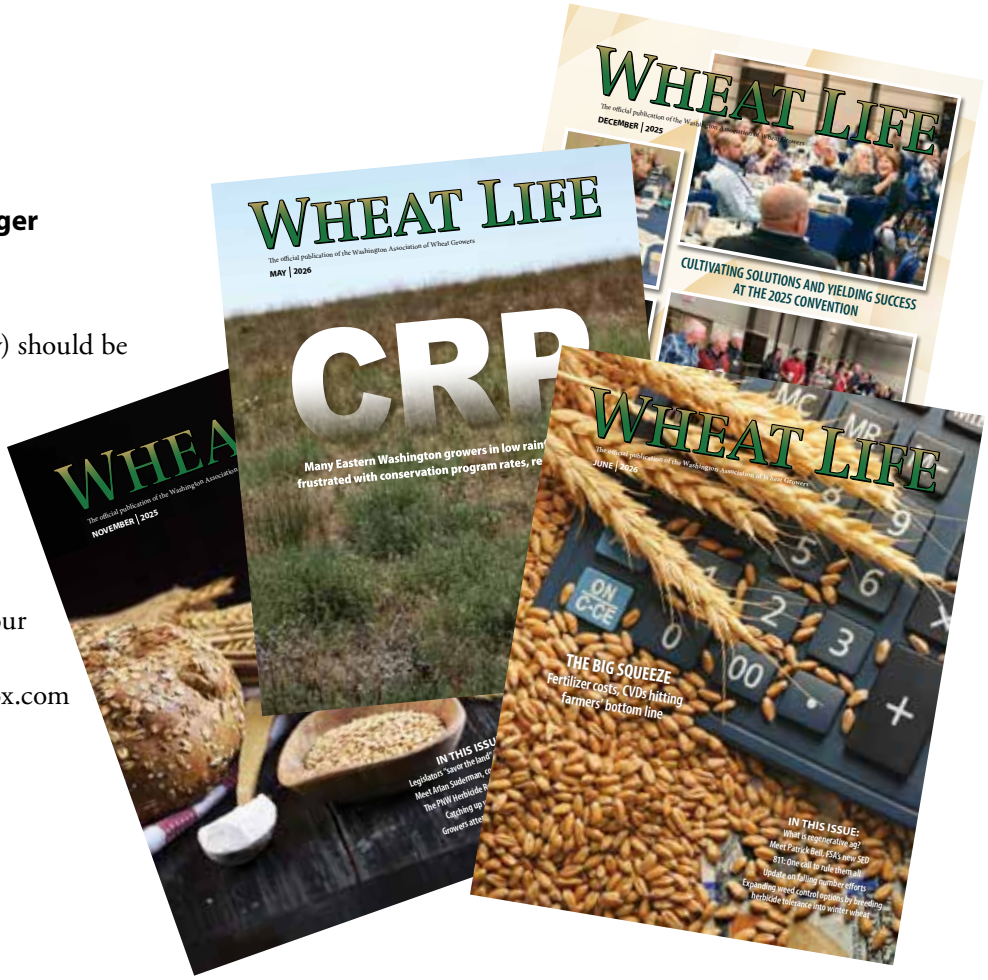
CONTACT:

Lance Marshall, Ad Sales Manager
Phone: (253) 221-7000
Email: lance@wawg.org

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

Wheat Life Magazine
Lance Marshall
671 Amity Ln
Clarkston, WA 99403

If you prefer sending files electronically, please email files to our Box account:
upload.Wheat_L.lrmsct204p@u.box.com



WHEAT LIFE

2026-27 Print Ad Rates & Specifications

ADVERTISING RATES (per issue)

FOUR-COLOR

	1-Time	3-Time	6-Time	9-Time	11-Time
Full Page	$2985	$2675	$2385	$2255	$2085
2/3 Page	$2160	$1945	$1730	$1620	$1510
1/2 Page	$1665	$1505	$1335	$1255	$1175
1/3 Page	$1195	$1085	$958	$900	$845
1/4 Page	$910	$815	$735	$685	$645
1/6 Page	$670	$600	$530	$500	$470
1/9 Page	$445	$400	$360	$325	$310
Two-Page Spread	$5360	$4825	$4310	$4025	$3760
Back Cover	$3510	$3130	$2785	$2600	$2450

All rates are NET to Wheat Life.

ISSUANCE AND CLOSING DATES

Wheat Life is issued 11 times per year by Standard (A) Mail, on or near the 5th day of the month of publication date. Combined August-September issue drops in early August (no September mailing). Advertising orders are due the 1st day of the 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 the 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 is destroyed after one year unless return requested.

ADVERTISEMENT SIZES

	h–horizontal *v–vertical*
Two-page spread, full bleed (Live area: 16.368"h x 10.5"v)	17.125"h x 11.25"v
Full page with bleed (Live area: 8"h x 10.5"v)	8.75"h x 11.25"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 the Northwest's agricultural industry, which contributes over $8 billion annually to the U.S. economy!

www.wheatlife.org

2026-27 Web Ad Rates

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**. 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

STATIC

Top Banner	$80/mo.	410px h X 140px v (57,400 sq. px)
Side Rectangle	$50/mo.	300px h X 250px v (75,000 sq. px)

ANIMATED (GIF and FLASH)*

Top Banner	$100/mo.	410px h X 140px v (57,400 sq. px)
Side Rectangle	$85/mo.	300px h X 250px v (75,000 sq. px)

WEB ADVERTISING SIZES

h–horizontal v–vertical



*Animated ads must be camera ready

2026-27 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. Your ad will be color on the digital issue, but black & white in the printed version. Currently, our recipient list is split 80/20 digital vs. hard copy.

GREENSHEET ADVERTISING RATES

Banner	$100/mo.	1200px h X 300px v (360,000 sq. px)
Rectangle	$100/mo.	261px h X 216px v (56,000 sq. px)

GREENSHEET ADVERTISING SIZES

h–horizontal v–vertical

BUNDLE PRICING

www.wheatlife.org

Purchase both a WEBSITE AD and a GREENSHEET AD for only

$160/mo.

(A savings of up to $540)