

# THE WHOLE PICTURE

Serving all your customers across  
the feed and grain chain

Ethanol Facility,  
Plainview, NE

Grain Terminal/  
Shuttle Load-out  
Andover, SD

Flour Mill,  
Hopkinsville, KY

Rice Mill,  
Stuttgart,  
AR

## Feed & Grain

2014 MARKETING PLANNER

Poultry Facility,  
Turkey, NC

Port Facility,  
Longview, WA

Cooperative, Dorchester, NE

- Photos Courtesy of (clockwise from top right)
- McCormick Construction Company
  - Younglove Construction, LLC
  - VAA, LLC (Van Sickle Allen)
  - McPherson Concrete Storage Systems
  - WL Port-Land Systems, Inc.
  - Todd & Sargent Inc.
  - Bratney Companies

# Information to guide your profit and growth



**Feed & Grain magazine provides digital and print solutions to meet your company's needs, allowing you to reach your target audience via the delivery channels of their choice.**

**N**ow more than ever, a variety of targeted marketing tools are needed to deliver your company's marketing message.

The industry looks to *Feed & Grain* to provide them with leading-edge coverage of the critical industry issues most important to them. Whether digitally or in print, we deliver in-depth analysis and timely trend coverage — all aimed at helping readers run their businesses more effectively. The trust and reliability draws our audience in and, in turn, elevates the impressions and brand awareness of our advertisers.

Unsure of our ability to deliver? Take a look at our most recent BPA Worldwide Circulation Statement (enclosed with this planner) and compare it to our competition. There is no comparison.

## SUBSCRIBER PROFILE STATS

**Describe your primary role within your organization?\***



90% of our subscribers are in upper to mid-level management decision making positions.\*\*

\* Source: June 2013 BPA circulation statement; Total Qualified 15,700

\*\*Source: Data derived from a 2012 *Feed & Grain* Reader Survey; 348 subscribers participated.

# Feed & Grain's Editorial Advantage



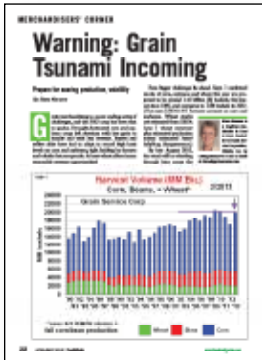
From special reports to company profiles, *Feed & Grain's* cover stories focus on how facility improvements, renovation or new construction efforts boost efficiency, cost-savings, productivity and customer service. We share with our readers not just the “what” but just as importantly, we delve further into the thinking behind “why” it was done.

While our cover stories focus on a particular facility or key issue, our inside features offer in-depth coverage of the trends and issues affecting your customers' businesses.

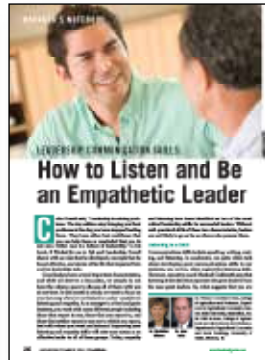
## Insightful Contributor Columns

In every issue, *Feed & Grain's* highly respected team of contributors deliver critical management and marketing information to its readers. No other publication can match our Manager's Notebook, Merchandisers' Corner and Legal Q&A columns in delivering to

our readers the critical information on how best to manage human resources, grain marketing issues and legal challenges which our readers face every day. In addition, columns like Food For Thought offer readers firsthand advice to deal with everyday problems.



**Merchandisers' Corner**  
Gives readers the inside scoop on grain merchandising, managing market volatility, trading and market trends, written by a trusted columnist.



**Manager's Notebook**  
Advice from university experts on how to manage and maintain your company's most valuable resources — the employees. Contributing writers share their wealth of knowledge gained from years of field experience.



**Legal Q&A**  
Only *Feed & Grain* offers its readers a column dedicated to addressing the legal issues and providing answers to questions that affect the feed, grain and allied processing industries.



**Food For Thought**  
This column features a different author every issue who tackles pressing industry issues from their own unique perspective.

## Coverage of Critical Issues



**Business 101**  
With risk management and profitable decision-making tips, these articles keep facilities running smart.



**Safety First**  
This feature offers solutions and insight into the most crucial safety issues impacting the industry.



**Focus Section**  
Coverage of key issues, happenings and events within specialized sectors of the industry.



**Industry News**  
Highlights changes in the industry and recognizes the accomplishments of the people within it.

## Product Information

Our subscribers turn to *Feed & Grain* for information on the products they need to keep them up and running now and for years to come. We also offer a glimpse at new products introduced to the industry.



### Product Spotlight

Provides snapshots of pertinent products, each with a four-color photo, giving users the opportunity to browse and request more information.



### New Products

Highlights the latest equipment with accompanying color photos to give readers a detailed look at the newest products the industry has to offer.

Guide. Be sure to register your company at [www.Feedandgrain.com/directory](http://www.Feedandgrain.com/directory) and click on Add/Update Listing. Email Elise Schafer at [elise.schafer@feedandgrain.com](mailto:elise.schafer@feedandgrain.com) for instructions on how to add products to your company listing for consideration for Showcase.

Get your products  
in front of more  
than 15,000  
subscribers.\*

\* Source: June 2013 BPA  
circulation statement

### Feed & Grain's Showcase

Showcase, *Feed & Grain's* annual buyer's guide, is the most comprehensive listings and buyer's index for the feed, grain and allied processing industry. Showcase provides the industry with facts and photos on hundreds of products and services. As subscribers' go-to desktop guide, Showcase continues to generate sales leads throughout the year.

#### Showcase 2014

Advertising closes:

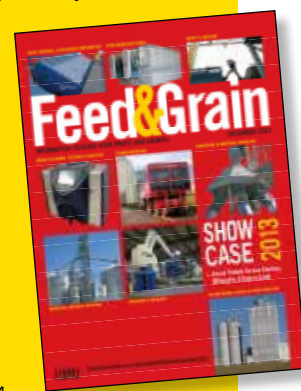
Oct. 24, 2013

Materials due: Oct. 31, 2013

#### Showcase 2015

Advertising closes: Oct. 27, 2014

Materials due: Nov. 3, 2014



## 2014 Editorial Calendar

| Issue/Mailing Date                           | Product Spotlights  | Extra Distribution   |
|--|---|--|
| <b>December 2013</b><br>(11/27/2013)         | <b>Showcase 2014: Annual Product Catalog</b><br>Full color product listing • Buyer's Guide • Product/Service Directory • Inquiries processed year-round | Distributed at all major shows & meetings throughout the year  |
| <b>January 2014</b><br>(12/30/2013)          | Dust control & explosion prevention<br>Design, construction & remodeling<br>Maintenance, motors & generators  | <b>International Production &amp; Processing Expo (IPPE)</b><br>Jan. 28-30, 2014                       |
| <b>February/March 2014</b><br>(2/7/2014)     | Storage (including fumigation & pest control)<br>Drying & aeration<br>Safety & rescue equipment   | <b>GEAPS Exchange</b><br>Feb. 23-25, 2014<br><b>NGFA Annual Convention</b><br>March 30 - April 1, 2014 |
| <b>April/May 2014</b><br>(4/11/2014)         | Operations management software<br>Transportation-related products<br>Renovation & bin cleaning  |  |
| <b>June/July 2014</b><br>(6/6/2014)          | Cleaning equipment & magnets<br>Grain testing & analysis<br>Weighing  |  |
| <b>August/September 2014</b><br>(8/8/2014)   | Conveying & material handling<br>Bags, bagging & palletizing  |  |
| <b>October/November 2014</b><br>(10/10/2014) | Mixing & batching<br>Milling & grinding<br>Automated control systems  | <b>NGFA Country Elevator/Feed Industry Conference</b><br>December 2014                                 |
| <b>December 2014</b><br>(11/26/2014)         | <b>Showcase 2015: Annual Product Catalog</b><br>Full color product listing • Buyer's Guide • Product/Service Directory • Inquiries processed year-round | Distributed at all major shows & meetings throughout the year  |

## Other Print Opportunities

**Reprints:** Enhance your advertising message and editorial coverage with reprints. Reprints are great shipping stuffers, sales representative leave-behinds and trade show handouts.

**Inserts:** Insert your materials into our magazine. It's an excellent way for your literature to be noticed. Inserts can be included in a variety of circulation options. Contact Arlette Sambs at (920) 563-1628 for rates and mechanical specifications.

**"Ride-Along Program":** Use the "ultimate envelope" for your next direct mail campaign! *Feed & Grain* continues to offer this program in which your catalog, multi-page ad, whitepaper or CD can be mailed along with an issue of *Feed & Grain*.

- Your piece will be poly-bagged on the outside of each issue, and only one outsert is available each issue, so you are assured premium exposure.

- Audience segments are available to meet your target audience, if desired.
- Benefit from our targeted list of sought-after decision makers; more than 15,700 subscribers will see your ride-along.\*\*
- Have your mail piece arrive on the desk of a person who has personally requested the magazine it accompanies.

**List Rentals:** *Feed & Grain* has the most comprehensive database of the commercial feed, grain and allied grain facilities available. It can be rented with a variety of selection options.

**Ask us for more info on:**

- Unique cover designs
- Front cover stickers
- Specialty ad positions

\*\*Source: June 2013 BPA circulation statement

## Contact Information

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arlette.sambs@feedandgrain.com  
(920) 563-1628

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(920) 563-1678

### Vicki Roth, Media Production Representative

vicki.roth@feedandgrain.com  
(920) 563-1654

## Rates & Mechanical Specs

| Closing & Ad Materials Deadlines |                    |                    |
|----------------------------------|--------------------|--------------------|
| Month                            | Closing Date       | Materials Date     |
| December Showcase 2014           | October 24, 2013   | October 31, 2013   |
| January 2014                     | November 21, 2013  | December 2, 2013   |
| February/March 2014              | January 7, 2014    | January 14, 2014   |
| April/May 2014                   | March 12, 2014     | March 19, 2014     |
| June/July 2014                   | May 6, 2014        | May 13, 2014       |
| August/September 2014            | July 9, 2014       | July 16, 2014      |
| October/November 2014            | September 10, 2014 | September 17, 2014 |
| December Showcase 2015           | October 27, 2014   | November 3, 2014   |
| January 2015                     | November 21, 2014  | December 2, 2014   |

| 2014 Rates (Gross) |         |         |         |
|--------------------|---------|---------|---------|
| Size               | B/W     | 2-Color | 4-Color |
| Full               | \$4,025 | \$4,425 | \$5,025 |
| 2/3                | 3,180   | 3,580   | 4,180   |
| 1/2                | 2,475   | 2,875   | 3,475   |
| 1/3                | 1,835   | 2,235   | 2,835   |
| 1/4                | 1,375   | 1,775   | 2,375   |

|   |  |   |
|---|--|---|
| <p>PAGE<br/>LIVE: 7 3/8" X 10 1/4"<br/>TRIM: 7 7/8" X 10 3/4"<br/>BLEED: 8 1/8" X 11"</p> | <p>1/3 PAGE<br/>VERTICAL<br/>2 3/16" X 10"</p> | <p>1/2 PAGE<br/>STANDARD<br/>4 9/16" X 7 3/8"</p> |
|---|--|---|

|   |   |  |
|---|---|--|
| <p>1/2 PAGE<br/>VERTICAL<br/>3 3/8" X 10"</p> | <p>1/3 PAGE<br/>STANDARD<br/>4 9/16" X 4 7/8"</p> | <p>1/4 PAGE<br/>STANDARD<br/>3 3/8" X 4 7/8"</p> |
|---|---|--|

### Send materials to:

**Feed & Grain**  
45 S. Water St. East  
Fort Atkinson, WI  
53538  
Attn: Vicki Roth

vicki.roth@feedandgrain.com  
(920) 563-1654  
www.FeedandGrain.com

|  |  |
|--|--|
| <p>1/2 PAGE HORIZONTAL<br/>7" X 4 7/8"</p> | <p>2/3 PAGE<br/>VERTICAL<br/>4 9/16" X 10"</p> |
|--|--|

### Commissions

Recognized advertising agencies are allowed 15% of gross billing provided the account is paid in full within 30 days of invoice date. No cash discounts.

### Cancellations & changes

Cancellations and changes in orders may not be made after the ad closing date.

### Publisher's copy clause

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards.

### Electronic file transfer

Sometimes when submitting graphics electronically, the file size can exceed the limits acceptable by regular e-mail. To send advertising files exceeding 25 MB, please follow the directions below for using our FTP site.

To send a file to our Media Production Representative:

- Go to <http://webftp.cygnuspub.com>
- Type Vicki Roth. Press continue.
- Select Vicki Roth from the matches found.
- Fill in your name, subject, e-mail address and message.
- Press the browse button to attach a file.
- Press continue.

Please upload single files. If you have multiple files, stuff/zip them into a single file.

# Feed & Grain Digital

## Your one-stop shop for leading-edge marketing tools

Feed & Grain magazine and its official website, Feedandgrain.com, provide powerful capabilities to help marketing executives connect with influential customers in the feed and grain industry. Marketing and lead-generation opportunities span a wide range of digital channels, including conventional Internet, mobile Internet, email newsletters, video, Buyer's Guide, email marketing, white papers, case studies, QR codes and webinars.

Here are some of the ways FeedandGrain.com can generate the responses you need to forge ahead with an effective marketing campaign, whether focused on brand awareness, lead generation or both.

### Digital Marketing Technology

Qualified leads, complete with demographics and contact information, can be generated via multiple means including Online Buyer's Guide, email marketing, white papers, case studies and webcasts.

### Display Ads

A wide range of options are available, from rotating and fixed ads on home or interior pages, to high-visibility wallpaper and welcome-ad campaigns, to highly targeted contextual ads. Programs can be configured to blanket the market, or target specific segments.

#### Homepage Rates (per month)<sup>1</sup>

|   |       |
|---|-------|
| Top Leaderboard (728 x 90) <sup>2</sup> | \$550 |
| Medium Rectangle (300 x 250)            | \$500 |
| Middle Leaderboard (468 x 60)           | \$385 |
| Lower Medium Rectangle (300 x 250)      | \$445 |
| Skyscraper (160 x 600)                  | \$390 |
| Bottom Leaderboard (728 x 90)           | \$225 |

<sup>1</sup> All rates listed are net

<sup>2</sup> Dimensions measure pixels per inch (ppi)

### Buyer's Guide

FeedandGrain.com offers the industry's most comprehensive directory of companies and products for the grain handling and feed manufacturing industries. Category sponsorships provide maximum exposure for generating leads.

Stand out from your competition with a Featured/Premium Listing in the Buyer's Guide on *Feed & Grain's* website. Includes:

- Three banners in your product category: 728 x 90, 300 x 250 medium rectangle and 160 x 600 skyscraper

**FeedandGrain.com Snapshot\***  
 eNewsletter List: 12,183  
 eBlast List: 14,076  
 Avg. Unique Monthly Visitors: 14,261  
 Avg. Monthly Page Views: 42,791  
 Avg. Time Spent on the Website: 1:36  
 \*Publisher's Own Data

# Marketing Opportunities

- Company listing in all categories that pertain to your business
- 150 to 200 words of copy describing your company and products
- Product releases complete with image and copy
- Company logo
- Listed as a “Featured Company” in the Buyer’s Guide

Ask us about other positions available  
**Only \$1,395/year**

## Mobile Web

Mobile web, websites configured for fast and easy navigation on smartphones, is one of the fastest-growing advertising mediums in the market today. FeedandGrain.com is now available in this format, including advertising opportunities specific to mobile.

- **320 x 50 Display Ad:** A 320 x 50 Display Ad appears at or near the home page of the mobile site, and in a similar position on all other mobile-site pages. Its position and impact are similar to that of a leaderboard or banner on a standard website, with the additional benefit of appearing in the only display-ad position on the mobile site.

**Price: \$750/month**

- **25-Word Text Ad:** A 25-word Text Ad appears within or between content on the home page of the mobile site, and in a similar position on all other mobile-site pages.

**Price: \$500/month**

## Email Offerings

### Customized Email Campaigns

Drive leads, introduce new products, create improved awareness and drive buyers directly to your website with Email messages sent to our highly qualified list. Customized emails are sponsored exclusively by you.

Reach *Feed & Grain's* 14,076 subscribers with your company’s dedicated message for far less than the cost of direct mail. *Feed & Grain* subscribers have requested information on products like those offered by your company. The result is a targeted, effective campaign guaranteed to create response.

- Generate traffic directly to your company’s website
- Create response that can be easily tracked

- Price includes design by *Feed & Grain*
- Target specific demographics or reach the full list

**Price: \$300 /1,000 Emails**

## eProduct Showcase

Imagine the power of your company’s specific product information included in *Feed & Grain's* eProduct Showcase. This electronic product section introduces *Feed & Grain's* 14,076 subscribers seeking access to the latest hot products in the industry.

- Limit of six products per mailing
- Generate measurable response to your company’s website
- Includes being a part of the digital version of *Feed & Grain* in the new products section
- Your product will be showcased in the featured products carousel on the Buyer’s Guide home page for 30 days

**Price: \$795**

  
**More than 14,000 customers**  
**subscribe to *Feed & Grain's***  
**digital offerings.**



## eNewsletters

Advertising in online newsletters is one of the most popular forms of generating sales leads online. Send your advertising message to industry leaders with eNewsletter banner advertising.

Each Tuesday, Wednesday and Thursday, *Feed & Grain* delivers the latest news and information to our 12,183 subscribers through three weekly newsletters. This format creates the perfect opportunity to capture buyers’ attention as a sponsor of this unique medium

- Limited space available on first-come, first-serve basis
- Build company brand
- Three month commitment required
- Generate measurable traffic to your company’s website
- Different advertisers each day, for a total of four to five exposures per month

*Continued*



\***Source:** Data derived from a 2012 *Feed & Grain* Reader Survey; 348 subscribers participated.

\*\***Source:** Publisher’s Own Data

| e-Newsletter Rates (per month) <sup>1</sup> |       |
|---|-------|
| Top Leaderboard (468 x 60) <sup>2</sup>     | \$610 |
| Top Position (468 x 60)                     | \$555 |
| Middle Position (468 x 60)                  | \$525 |
| Medium Rectangle (300 x 250)                | \$500 |
| Medium Rectangle (300 x 250) Lower          | \$445 |

<sup>1</sup> All rates listed are net

<sup>2</sup> Dimensions measure pixels per inch (ppi)

“Feed & Grain has some of the best e-marketing across the board. The timing and number of emails makes them welcome; the color, graphics and headlines are attractive and draw attention; you have good content; and the writing is concise, but with enough detail.”

— Kay Kobetz, Vice President and Co-owner, Sunfield Engineering, Inc.

## Digital Marketing Opportunities, Cont'd

### Whitepapers and Web Exclusives

Whitepapers can be posted on FeedandGrain.com as premium content. In order to download whitepapers, site visitors must fill in their demographic and contact information, which is passed along to the provider as an important lead-generation tool. Whitepapers appear alongside online Buyer's Guide company listings and are fully searchable on Feedandgrain.com.

Web Exclusive articles are another message-delivery option that does not require users to answer questions before reading. Two Web Exclusives are included in each of our three weekly newsletters and are selected at editor's discretion. Please email [elise.schafer@feedandgrain.com](mailto:elise.schafer@feedandgrain.com) your articles for consideration.

### Video Production

All you need is an idea or objective you need to meet. From there, the *Feed & Grain* team can be your full-service video production house. From conception to completion we've got the resources to produce a high-quality product — and at a competitive price.

Multiple video options are available to help you leverage the format that produces higher advertiser engagement levels. *Feed & Grain* can provide professionally produced product demos, trade show

videos and other custom videos tailored to your specific marketing needs. Here are a few samples of video production marketing ideas:

- **Newscasts:** The Custom Newscast is a medium-length (3 to 5 minutes) video production that aims to be an informational resource for the viewer. With segments that could include news, company highlights, product features, interviews and more, the newscast is a custom production where you determine the content. The video can also be tailored around specific events like trade shows or company milestones.
- **Webcasts:** Launch new products; directly interact with your customers; share solutions to critical issues within the industry; drive new leads.
- **Profile Video:** Feature your product, company or key executive, captured on location at your facilities or a trade show. This is blended with supplemental video shot on location, and can also include images and existing video of the product. The end result is an engaging and informative video to drive sales.
- **Video Spotlight:** This is a week-long campaign that features and promotes your video in the following ways to our subscribers and end users: eNewsletter, homepage banner ads, Feedandgrain.com video library, keyword optimized.

## IDEAg Live Experience

*Feed & Grain* magazine is part of the IDEAg Publications Group, and is associated with IDEAg Events, including four farm shows and the IDEAg Interconnectivity Conference.

This connection brings a whole new layer of options to your marketing needs: the live experience. IDEAg Events deliver an optimal experience to attendees, exhibitors and industry thought leaders, unlike any other in the agricultural space.

Through its established farm show events (Amarillo Farm and Ranch

Show, Farmfest, Dakotafest and Northern Illinois Farm Show) and innovative new summits and conferences, the IDEAg group is dedicated to bringing interactive, content-rich, high-value events that are produced “For Agriculture. By Agriculture.”

Booth space and sponsorship opportunities are available year-round.

- **Contact:** Dan Durheim, Executive Director of Industry Affairs at [dand@fb.org](mailto:dand@fb.org) or Ray Bianchi, Senior Director, Tradeshow and Events at [r.bianchi@ideagroup.com](mailto:r.bianchi@ideagroup.com).

## IDEAg Events Calendar

**Amarillo Farm & Ranch Show**  
Dec. 3-5, 2013  
Amarillo Civic Center,  
Amarillo, TX

**Northern Illinois Farm Show**  
Jan. 8-9, 2014  
NIU Convocation Center,  
DeKalb, IL

**Interconnectivity**  
June 2014  
Prairie Meadows  
Conference Center,  
Altoona, IA

**Minnesota Farmfest**  
Aug. 5-7, 2014  
Gilfillan Estate,  
Redwood County, MN

**Dakotafest**  
Aug. 19-21, 2014  
Schlaffman Farm,  
Mitchell, SD

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