

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.

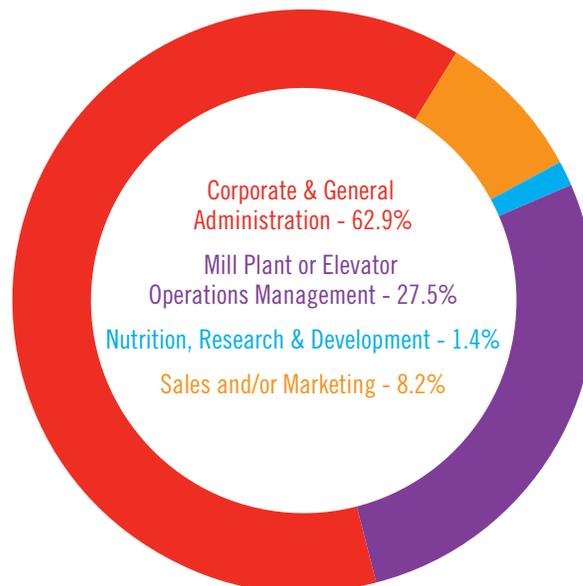
Now more than ever, a variety of targeted marketing tools are needed to deliver your company's marketing message.

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

COVER STORY ■ CPI-LANSING LLC

New Shuttle Loader Facility Prepares for Takeoff

CPI-Lansing is a joint venture between a crop and grain handling company, common owner of Farmont, Md., and is on track to start moving 20 million bushels of grain annually in the next year.

During construction of the \$100-million, 1.5-million-sq-ft facility, the joint venture is on track to start moving 20 million bushels of grain annually in the next year. The facility is a joint venture between a crop and grain handling company, common owner of Farmont, Md., and is on track to start moving 20 million bushels of grain annually in the next year.



INSIDE WITH THE
MANAGER OF OPERATIONS
BY STEPHEN M. HARRIS

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

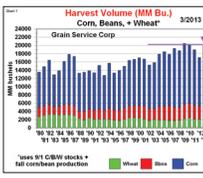
our readers the critical information on how best to manage human resources, grain marketing issues and legal challenges which our readers face every day. In addition, columns like Food For Thought offer readers firsthand advice to deal with everyday problems.

MERCHANTISERS' CORNER

Warning: Grain Tsunami Incoming

Prepare for soaring production, volatility

Grain production is expected to rise sharply in 2013, with the U.S. and other major grain-producing nations. This increase is expected to lead to a significant increase in global grain supply, which could result in a sharp decline in grain prices. Merchandisers' Corner provides an in-depth analysis of the market and offers strategies for navigating the challenges ahead.



22 AUGUST 2012 *Feed & Grain*

MANAGER'S NOTEBOOK

How to Listen and Be an Empathetic Leader

Leadership communication skills are essential for success in today's business environment. This column provides practical advice on how to listen effectively and become a more empathetic leader. It includes a checklist of key skills and a Q&A section.



26 AUGUST 2012 *Feed & Grain*

LEGAL Q&A

How to Deal with the Aftermath of a Catastrophic Event

From a legal perspective, tips for how to properly proceed after a serious incident are provided. This column covers topics such as insurance claims, liability, and regulatory compliance. It includes a checklist of key steps and a Q&A section.



62 AUGUST 2012 *Feed & Grain*

FOOD FOR THOUGHT

Beyond the Scale

Res automation goes beyond churning operators to improve accounting, customer service. This column discusses the benefits of automation in the food industry, including improved efficiency and reduced costs. It includes a Q&A section.



74 AUGUST 2012 *Feed & Grain*

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.

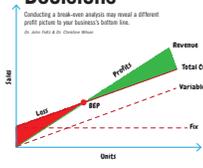
Food For Thought This column features a different author every issue who tackles pressing industry issues from their own unique perspective.

Coverage of Critical Issues

BUSINESS 101

Using Break-even Analysis in Business Decisions

Conducting a break-even analysis can reveal a different profit picture to your business's bottom line. This column explains how to use break-even analysis to make informed business decisions. It includes a graph and a Q&A section.



24 AUGUST 2012 *Feed & Grain*

SAFETY FIRST ■ EMERGENCY PREVENTION

Preparation 101: The Pillars of Safety

Part 1 of this two-part safety series has written policies, training and first response capabilities. This column focuses on the importance of preparation and safety protocols. It includes a checklist of key steps and a Q&A section.



30 AUGUST 2012 *Feed & Grain*

FOCUS ON BANKING

Put your Money to Work

With banks' eagerness to lend to the ag sector and low interest rates, now is the time to make the most of your money. This column provides advice on how to invest and manage your money effectively. It includes a Q&A section.



20 AUGUST 2012 *Feed & Grain*

INDUSTRY NEWS

House Splits Farm Bill in Two

Agriculture and farm-related issues are a major focus of the current legislative session. This column provides an overview of the latest news and developments in the industry. It includes a Q&A section.



10 AUGUST 2012 *Feed & Grain*

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.

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

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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	\$4,235	\$4,655	\$5,285
2/3	3,345	3,765	4,400
1/2	2,605	3,025	3,655
1/3	1,930	2,250	2,980
1/4	1,445	1,865	2,500

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

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

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)¹

Top Leaderboard (728 x 90) ²	\$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

¹ All rates listed are net
² 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

The screenshot shows the Feed & Grain website homepage with several ad placements:

- Top Leaderboard (728 x 90):** Located at the top of the page, above the main navigation.
- Medium Rectangle (300 x 250):** A yellow ad box on the right side of the page.
- Middle Leaderboard (468 x 60):** A yellow ad box below the Medium Rectangle.
- Lower Medium Rectangle (300 x 250):** A yellow ad box below the Middle Leaderboard.
- Skyscraper (160 x 600):** A vertical yellow ad box on the right side of the page.
- Bottom Leaderboard (728 x 90):** A yellow ad box at the bottom of the page.

The website content includes a navigation menu, a main article titled "Man Vandalizes North Dakota Grain Elevator", a "Breaking News" section, a "BUYER'S GUIDE" section, and a "COMMODITIES QUOTES" section.

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

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

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

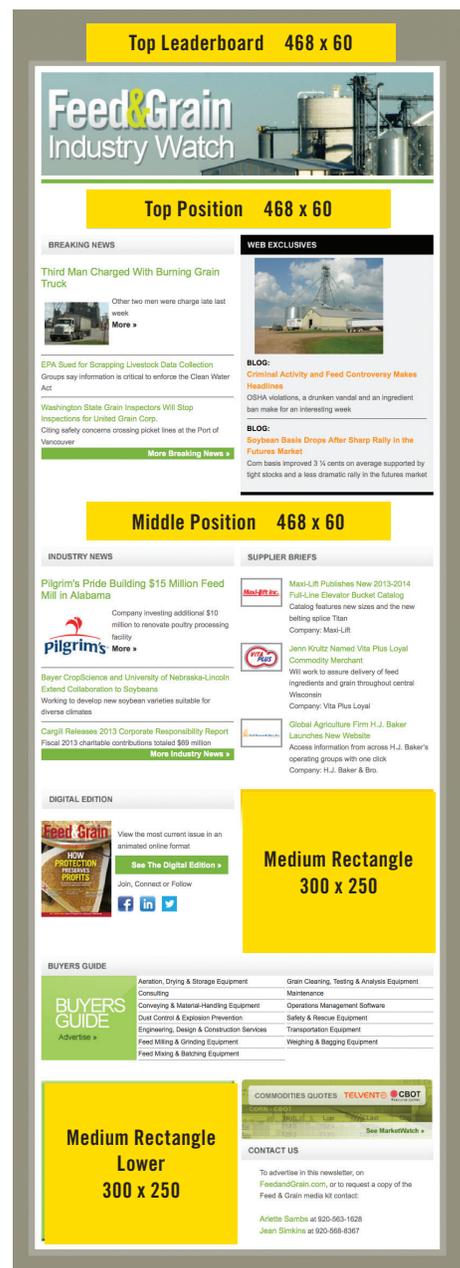

More than 14,000 customers
subscribe to *Feed & Grain's*
digital offerings.

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.

WebExclusivearticlesareanothermessage-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 your articles for consideration.

Continued



The screenshot displays the *Feed & Grain Industry Watch* website interface. At the top, there are three main advertising positions: **Top Leaderboard 468 x 60**, **Top Position 468 x 60**, and **Middle Position 468 x 60**. Below these, the website content is organized into sections: **BREAKING NEWS** (with a story about a grain truck fire), **WEB EXCLUSIVES** (with a story about a feed controversy), **INDUSTRY NEWS** (with a story about a feed mill building), and **SUPPLIER BRIEFS** (with a story about a feed catalog). A **DIGITAL EDITION** section offers a **Medium Rectangle 300 x 250** ad space. At the bottom, there is a **BUYERS GUIDE** section and a **COMMODITIES QUOTES** section. A contact information box at the bottom right provides details for Arlette Camba and Jean Simkins.

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

****Source:** Publisher's Own Data

e-Newsletter Rates (per month) ¹	
Top Leaderboard (468 x 60) ²	\$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

¹ All rates listed are net
² 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

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 or Ray Bianchi, Senior Director, Tradeshow and Events at 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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