

Sugarbeet Producer

**YOUR STRONGEST
ADVERTISING BUY TO
REACH SUGARBEET
GROWERS NATIONWIDE**



**SERVING THE
NATIONAL SUGARBEET
INDUSTRY SINCE 1975**
WWW.SUGARPRODUCER.COM
READ • LEARN • GROW

2024
MEDIA PLANNER

What makes Sugar Producer the No. 1 sugarbeet-specific publication in the industry?

Sugar

PRODUCER



MORE ISSUES

9 per year

MORE TECHNICAL INFORMATION

Giving growers the knowledge they need to produce a quality, profitable crop

MORE AD PAGES

Than any sugarbeet publication

MORE EDITORIAL PAGES

Than any sugarbeet publication, providing more editorial opportunities

MORE OFTEN

GROWERS COUNT ON SUGAR PRODUCER EVERY MONTH

See all issues online at www.sugarproducer.com

CIRCULATION: THE MOST CURRENT IN THE MARKET

REACH EVERY SUGARBEET GROWER IN THE U.S.

Sugar Producer magazine circulation is completely auditable and updated using industry contacts, USDA Farm Service Agency payment records, satellite imagery and field boundaries.

UNITED STATES 7,880

CANADA/FOREIGN 20

BONUS DISTRIBUTION AT
TRADE SHOWS 600

TOTAL DISTRIBUTION . . . 8,500

WWW.SUGARPRODUCER.COM 2

EDITORIAL PLANNER:

JANUARY THROUGH DECEMBER 2024

Sugar

PRODUCER

JANUARY - TRACTOR BUYERS' GUIDE

CHEMICAL UPDATES • STRIP-TILL
• PLANTING

Space Closes: Dec. 1 • Materials Due Dec. 8
Mail Date: Dec. 29

FEBRUARY - IRRIGATION PRODUCTS BUYERS' GUIDE

CROP PROTECTION • PLANTING

Space Closes: Jan. 5 • Materials Due Jan. 12
Mail Date: Jan. 31

MARCH - GROWTH PROMOTERS AND FERTILIZERS BUYERS' GUIDE

ALL GROWING PHASES • ASGA
CONVENTION REPORT

Space Closes: Feb. 2 • Materials Due Feb. 9
Mail Date: Feb. 28

APRIL - CROP PROTECTION CHEMICALS BUYERS' GUIDE

SUSTAINABILITY • UNIVERSITY &
PROFESSIONAL REPORTS

Space Closes: Mar. 1 • Materials Due Mar. 8
Mail Date: Mar. 27

MAY - HARVEST EQUIPMENT BUYERS' GUIDE PEST CONTROL • FALL WEED CONTROL

Space Closes: Apr. 5 • Materials Due Apr. 12
Mail Date: May 1

JUNE/JULY - TRUCK/BULK BEDS/ TRAILERS BUYERS' GUIDE

SMART IRRIGATION MONTH • HARVEST
EQUIPMENT PREP

Space Closes: May 3 • Materials Due May 10
Mail Date: May 30

AUGUST/SEPTEMBER TILLAGE BUYERS' GUIDE

HARVEST • FINANCE & INSURANCE

Space Closes: July 5 • Materials Due July 12
Mail Date: July 31

OCTOBER - INDUSTRY HANDBOOK AND SEED DIRECTORY

Space Closes: Sept. 6 • Materials Due Sept. 13
Mail Date: Oct. 2

NOVEMBER/ DECEMBER PLANTING EQUIPMENT BUYERS' GUIDE NEW SEED VARIETIES

Space Closes: Oct. 4 • Materials Due Oct. 11
Mail Date: Oct. 30

SUGAR INDUSTRY MAP REFERENCE CHART

Space Closes: Sept. 20 • Materials Due Sept. 27
Mail Date: Oct. 7

COLUMNS

- American Sugarbeet Growers Association
- American Sugar Alliance
- Editor's Column

FEATURES

- Grower of the Month
- Production Reports
- University Research Reports
- New Equipment Reviews
- Chemical Updates

STANDARD

DEPARTMENTS

- Calendar of Events
- New Products
- Industry News

BONUSES

- Trade Show Coverage
- Field Tour Reports
- Exclusive, Timely Topics
- Bonus Meeting and Show Distribution



DIGITAL ADVERTISING RATES & SPECS

PERFECT COMPLEMENT TO YOUR PRINT ADS



With an average of 3,000 page views per month and an average of 9,500 impressions per month, sugarproducer.com is responsive. Delivering optimized viewing for all devices, SEO is done daily.

WEBSITE: SUGARPRODUCER.COM

| | |
|---|-------|
| 320 x 50 Banner..... | \$300 |
| Visible on mobile only | |
| 300 x 250 Banner..... | \$400 |
| Visible on all pages • Visible on mobile. | |
| 300 x 600 Tower | \$500 |
| Visible on all pages • Visible on mobile. | |
| 728 x 90 Banner..... | \$600 |
| Visible on all pages • Not visible on mobile. | |
| 970 x 90 Banner | \$800 |
| Top of each page • Not visible on mobile. | |

“SUGAR CONTENT” WEEKLY E-NEWSLETTER

Full Banner (728x90)
\$600 net for one month (4 emails)
Average send 700

SUGAR CONTENT

Weekly e-newsletter is sent to an email list of sugarbeet growers and industry insiders. This is an inexpensive and effective way to get your message out on short notice.

E-BLASTS

HTML-based E-blast \$600 net per send
Average send 700

Your message, and yours alone. Send your updates and/or offers to sugarbeet growers and industry insiders. Build in as many hotlinks as you like and expect your message to get sent quickly.

E-BLAST SPECS

E-blast specifications: Our system serves an HTML-based email message. All images and other supporting files must be called from other sources provided by the advertiser. We recommend the dimensions of the HTML design not exceed 680x907. Emails are best designed at around 600px wide. You can use any HTML tags and use inline CSS styles.
No Java Scripts or Ajax. We request all images have alternate text to help pass spam filters.

-NO DIVS, it needs to be in tables. There can be nested tables. No floats, no inline blocks, etc. It all has to be in tables.

-No linking outside stylesheets. No special font files. Anything linked elsewhere (except for images) won't work.

-It's best NOT to use HTML converters or make things in programs like Word, since Word and similar programs insert a lot of junk HTML that, at best, bloats the memory size of your email, and, at worst, won't make your email template work at all in email systems.

-No CSS styles declared in the head; Gmail and Hotmail strips them out. If you have things in the head they need to be repeated inline in the HTML, too.

Harris Publishing will add our disclaimer to the top and bottom of your email. You can supply your HTML email in a Notepad file or HTML document file.

Acceptable files for banner ads: JPG, PNG, GIF
Max banner ad file size 150 KB

SERVING THE NATIONAL SUGARBEET INDUSTRY

SINCE 1975 / 2024 RATE CARD 49

Sugar

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PRINT ADVERTISING

| FOUR COLOR | 1x | 3x | 6x | 9x |
|---------------------|---------|---------|---------|---------|
| Full Page | \$4,898 | \$4,752 | \$4,605 | \$4,458 |
| 2/3 Page Vertical | 3,886 | 3,769 | 3,652 | 3,536 |
| 2/3 Page Horizontal | 3,507 | 3,402 | 3,297 | 3,192 |
| 1/2 Page Vertical | 3,074 | 2,982 | 2,890 | 2,798 |
| 1/2 Page Horizontal | 2,738 | 2,656 | 2,574 | 2,492 |
| 1/3 Page Vertical | 2,118 | 2,055 | 1,991 | 1,928 |
| 1/3 Page Horizontal | 2,021 | 1,961 | 1,900 | 1,839 |
| 1/3 Page Square | 1,921 | 1,864 | 1,807 | 1,749 |
| 1/6 Page Horizontal | 1,663 | 1,613 | 1,563 | 1,514 |
| 1/6 Page Vertical | 1,663 | 1,613 | 1,563 | 1,514 |
| 2nd or 3rd Cover | 5,143 | 4,988 | 4,836 | 4,681 |
| Back Cover | 5,388 | 5,227 | 5,065 | 4,904 |
| Spread | 9,796 | 9,503 | 9,209 | 8,915 |

Combine print and digital ads for even greater savings:
Contact your sales rep

Direct mail, polybags, belly bands, inserts, brochures, etc. All available and limited only by your imagination.
Contact your sales rep

Don't forget to ask about printing options for:
Catalogs, Brochures, Mailing services, Product literature



Shooting Video
Editing Video Delivery

For information call:
Rob, 208-542-2218
Kevin, 208-542-2237

AD SPECIFICATIONS

| | |
|--|---|
| Full Bleed Size8.25 x 11 | 1/3 Page Horizontal 7.083 x 3.167 |
| Trim Size8 x 10.75 | 1/3 Page Square 4.667 x 4.833 |
| Live Area7.0625 x 10 | 1/6 Page Horizontal 4.667 x 2.333 |
| 2/3 Page Vertical..... 4.667 x 10 | 1/6 Page Vertical 2.25 x 4.833 |
| 2/3 Page Horizontal7.083 x 6.667 | 1/12 Page2.25 x 2.333 |
| 1/2 Page Vertical..... 4.667 x 7.333 | Two-Page Spread 15.125 x 10 |
| 1/2 Page Horizontal7.083 x 4.833 | Spread Bleed Size 16.25" x 11 |
| 1/3 Page Vertical..... 2.25 x 10 | |

Complete ad specs: sugarproducer.com/media

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