

Irrigation TODAY

A large center pivot irrigation system is shown in operation over a lush green field. The system consists of a long metal truss structure supported by multiple wheels, with several nozzles spraying water onto the crops. The background features a line of trees under a clear blue sky.

*The irrigation resource
for today's growers*

2023 MEDIA PLANNER

FOCUS

Irrigation Today is your **direct line to growers** and others involved in the ag irrigation industry.

WE
WON!

This spread was one of two designs honored with an **Agricultural Communicators Network award** in 2022.



How are we different from other ag publications?

Irrigation Today is a quarterly magazine published each winter, spring, summer and fall. We are unique compared to other regularly published ag magazines.

- 1** *Irrigation Today* is **published by the Irrigation Association**, the leading membership organization for irrigation equipment and system companies. By supporting *Irrigation Today*, you are also partnering with the IA to join in its work to promote the value and importance of the agricultural irrigation industry. Unlike for-profit publishers, revenue from *Irrigation Today* is returned to the industry to support advocacy, professional development and other initiatives advancing the industry.
- 2** *Irrigation Today* is the only magazine **solely focused on content related to on-farm irrigation** — making it the go-to publication in the industry.
- 3** **Experts in agricultural irrigation** contribute to the magazine's content, providing in-depth and valuable information that is useful in the field. New and unique topics are covered in every issue and are determined by industry representatives well-versed on where the industry is headed and the issues important to those working in it.

Is your target audience engaged?

Irrigation Today's mission is to be the irrigation resource for today's growers by providing expert content valuable and essential to their operations. Let us connect you with your target audience.



Irrigation Today
print circulation

12,000+



Irrigation Today
digital circulation

21,000+



Irrigation Today
total circulation

32,000+

**Readers have
purchasing power**

62%

of readers are owners or
in executive management

80%

of readers are involved
in purchasing irrigation
products and services

**Readers cover all
sectors of the industry**

55%

center pivot

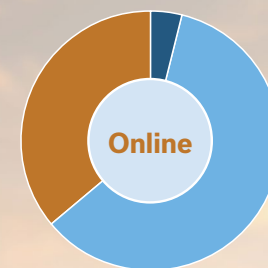
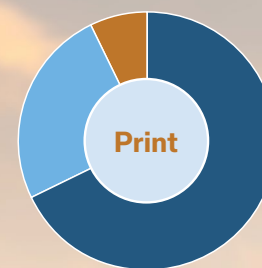
42%

drip and other irrigation

AUDIENCE

Who subscribes to *Irrigation Today*?

Our broad print and online subscriber base covers the entire spectrum of the agriculture irrigation industry, making it unique among industry publications.



- growers and end-users (68% print and 4% online)
- dealers/distributors, manufacturers, contractors and consultants, manufacturers' representatives (20% print and 58% online)
- government, universities, organizations, water/energy agencies, other (12% print and 38% online)

EDITORIAL CALENDAR

Winter 2023

- Drought
- System design
- Research & innovation
- Soil moisture sensing

Space deadline: Dec. 15, 2022

Material deadline: Jan. 1, 2023

Home delivery starting: Feb. 15, 2023

Bonus circulation: World Ag Expo and Family Farm Alliance Annual Conference

Spring 2023

- Smart irrigation & technology
- Pumps & filtration
- Maximizing efficiency
- Jump-starting young irrigators

Space deadline: Feb. 15, 2023

Material deadline: March 1, 2023

Home delivery starting: April 15, 2023

Summer 2023

- Upgrading systems
- Irrigation scheduling
- Certification
- Government programs

Space deadline: April 15, 2023

Material deadline: May 1, 2023

Home delivery starting: July 1, 2023

Bonus circulation: Husker Harvest Days and Sunbelt Ag Expo

Fall 2023

- Irrigation maintenance & repair
- Legislative issues
- Precision irrigation
- System integration & automation

Space deadline: Sept. 15, 2023

Material deadline: Oct. 1, 2023

Home delivery starting: Nov. 15, 2023

Bonus circulation: Irrigation Show & Education Week

Other content

- Economy
- Industry insights
- Irrigation best practices
- Legislative update
- Technology
- Voices from the industry
- Weather outlook



For information about submitting content for an issue, contact **Editor-in-Chief Kyle Brown** at kylebrown@irrigation.org.



WEBSITE

Get noticed online

Since it launched in January 2021, the *Irrigation Today* website has not only **won an award for its attractive design and easy navigation**, but it has also grown in popularity and engagement with the industry and magazine readers in just a few short years.

As the website gets more established, we continue to improve its content to provide hand-picked information that attracts those in our industry searching the web. In 2022 we began updating the website regularly with **original content discussing today's important and timely topics**, which has drawn in search traffic and improved web engagement from our *News Harvest* newsletter.

Your web ad on the site can be a great starting place if you are looking to enter the market. Or, complement your print advertising with a presence on **irrigationtoday.org**.

Average monthly page views: 6,100+**

**Publisher's own data, Jan. 2022-Aug. 2022

Promote your product

In response to requests from our readers, we will be **launching a new Products page**, which will give advertisers yet another online venue to promote their company and products. With just a few simple clicks, customers will easily discover your products with this new sponsored listing on the website. This products showcase will feature three companies on the home page (three-month duration) or on our special Products page (six-month duration).

Cost: \$1,500 for either the homepage or the Products page

NEW
OPTION!

Website advertising sizes

All dimensions are listed as pixels x pixels.
Rates can be found on p. 9.

A Welcome
640 x 480

B Super leaderboard*
970 x 90
Four ads rotate within one position each month.

C Large skyscraper
300 x 600
Four ads rotate within three positions each month.

D Adhesion
728 x 90
Adhesion ads float to the foot.

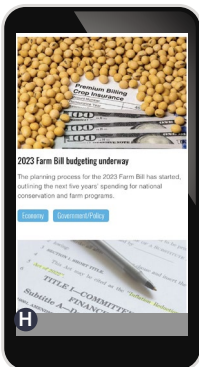
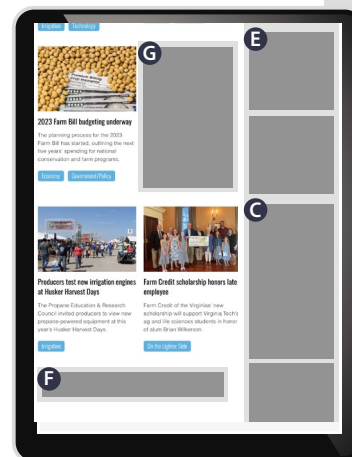
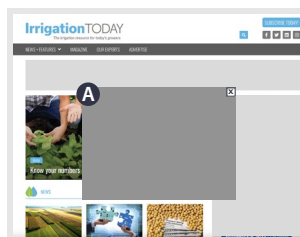
E Medium rectangle
300 x 250
Four ads rotate within three positions each month.

F Leaderboard*
728 x 90
Four ads rotate within two positions each month.

G Sponsored content
Advertiser provides 700 x 467 image, 40-character title, 150-character description and URL link.

H Mobile adhesion
320 x 50
Adhesion ads float to the foot.

* **Note:** Advertiser must also provide 300 x 250 for mobile devices.



NEWSLETTERS

News Harvest

News Harvest is a biweekly e-newsletter that brings the latest ag irrigation industry news directly to the inboxes of **over 9,500 professionals**. With a limited number of advertisers in each issue, your ad will stand out.

Advertising in *News Harvest* is an economical way for new irrigation advertisers to jump-start marketing efforts and for regular advertisers to diversify their reach to irrigation professionals. And, new in 2023, *News Harvest* will also offer **sponsored content ads**, which will provide an expanded venue to share your company message through text, an image and a URL link.

Circulation: 9,500+ | **Open rate:** 25.1%*

IA Events

Expand your reach! The new *IA Events* e-newsletter is the Irrigation Association's monthly update that carries IA event information to both landscape and ag companies. Space allows for up to two banner ads per issue. Advertising in *IA Events* is another benefit of the unique partnership between the IA and *Irrigation Today*.

Circulation: 29,000+ | **Open rate:** 25.1%*



BE
SEEN!

Banner size

650 pixels (width) × 125 pixels (height)

File format

JPEG or PNG; color images must be RGB

Sponsored content

700 × 467 image; 40-character title; 250-character description and URL link

Email ad materials to:

materials@irrigationtoday.org

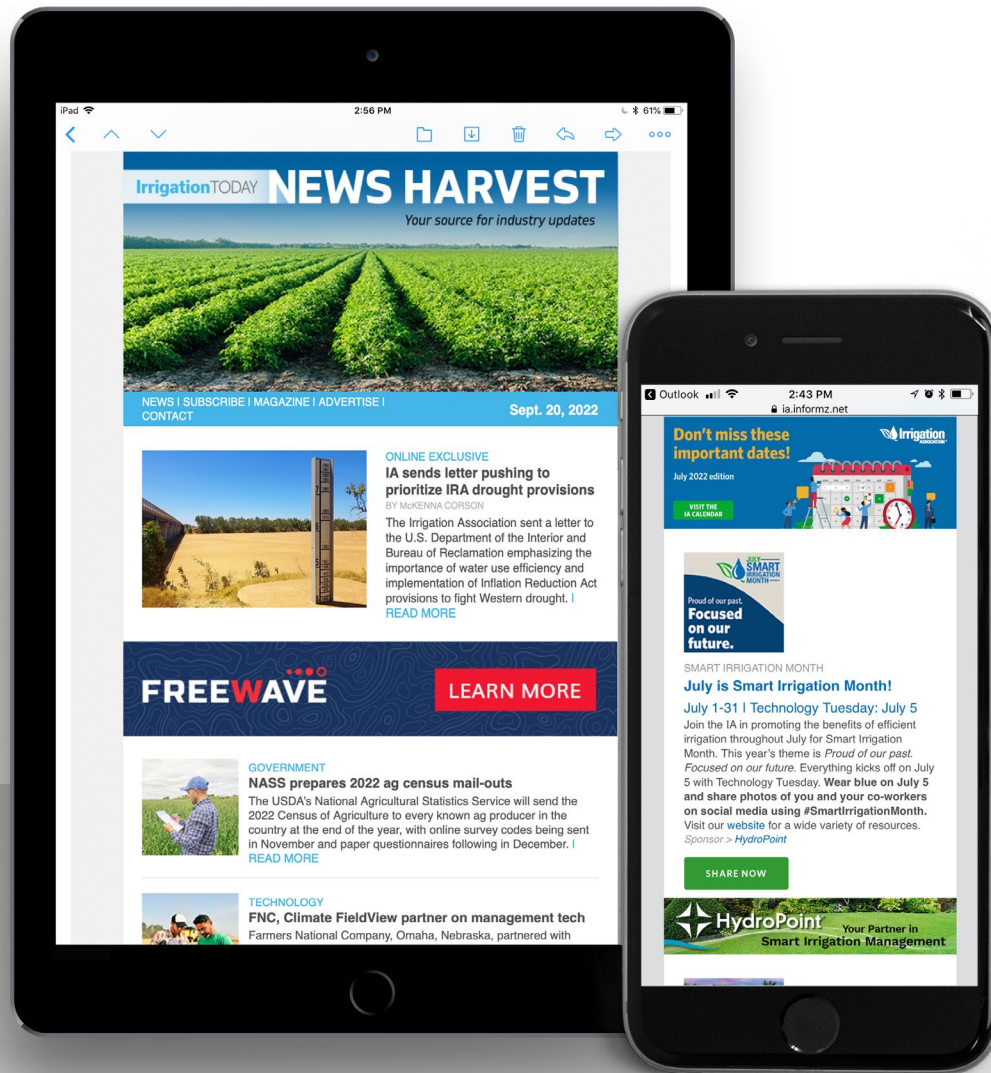
Design tips

Exporting your file from Photoshop

1. Create your banner ad at 650 pixels × 125 pixels
2. To export file, go to: File > Export > Export As
3. Under Scale All, select "2x"
4. Under File Settings, select: Format: JPEG; Quality: 100% or PNG

Exporting your file from Illustrator

1. Create your banner ad at 650 pixels × 125 pixels
2. To export file, go to: File > Export > Export for Screens
3. Select the artboard you want to export
4. Under Export to, choose where to save your file
5. Under Formats, select: Scale: 2x; Format: JPEG 100 or PNG
6. Click Export Artboard



*Publisher's own data, Jan. 2022-Aug. 2022

MORE OPPORTUNITIES

Think outside the box

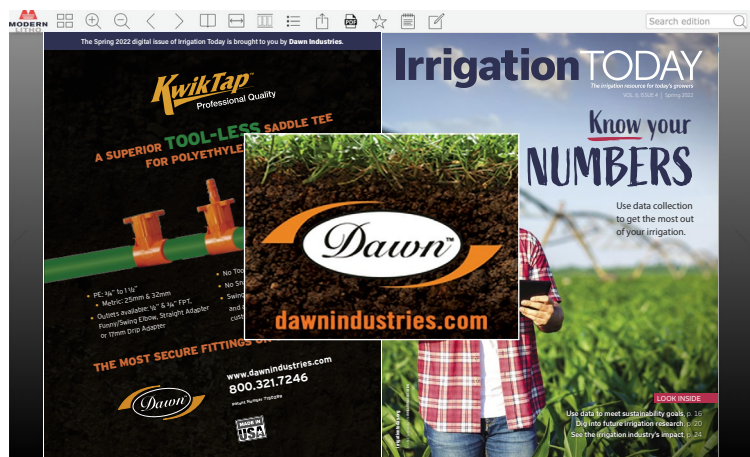
In addition to traditional print and digital advertising options, *Irrigation Today* is offering these avenues to market your brand. Take advantage of these valuable packages and sponsorships to set your company apart and reach an even larger audience.

Irrigation Today's unique connection with the Irrigation Association opens the door to additional opportunities to tap into the expertise of the industry and the programs supported by the IA. By supporting these opportunities, you are partnering with the IA, further demonstrating your support of the IA's programs and initiatives and the industry as a whole.

1 Digital edition sponsorship

With the digital edition of *Irrigation Today*, advertisers have the opportunity to be the first logo that readers see when they read online. This limited sponsorship places your company name and logo permanently on that issue's webpage. When readers click to page through the digital edition, they'll be greeted by your pop-up welcome ad, as well as a full-page ad to the left of the cover.

Circulation: 21,000+ | **Open rate:** 25.1%*



2 Custom blasts

We'll send your company message directly to our subscriber database as a sponsored newsletter. You simply provide us HTML or a Word document of your custom message.

Cost: \$2,500 | **Circulation:** 6,500+ | **Open rate:** 17.8%*

3 Irrigation Show package

We offer special promotions in connection with the Irrigation Show and Education Week, providing advertisers the opportunity to put their products directly in front of attendees. These options provide an increased audience reach for your advertising spend and directly show support for the industry through the Irrigation Association.



4 Profile pages

Get the most out of your advertising with profile page opportunities in the Winter issue. The limited pages allow you to expand on your ad and provide more detailed information about your products and services. Take advantage of this unique opportunity available only once a year.

5 Programmatic advertising

According to Match2One.com, by the end of 2021, 88% of all digital display marketing in the U.S. was spent via programmatic advertising. First-party data-driven programmatic advertising refers to buying, selling or placing ads through an automated process. This enables companies to purchase ad impressions on publisher sites or apps through a sophisticated ecosystem. Reach growers and ag irrigation professionals wherever they are online. Contact your sales rep to find out more.

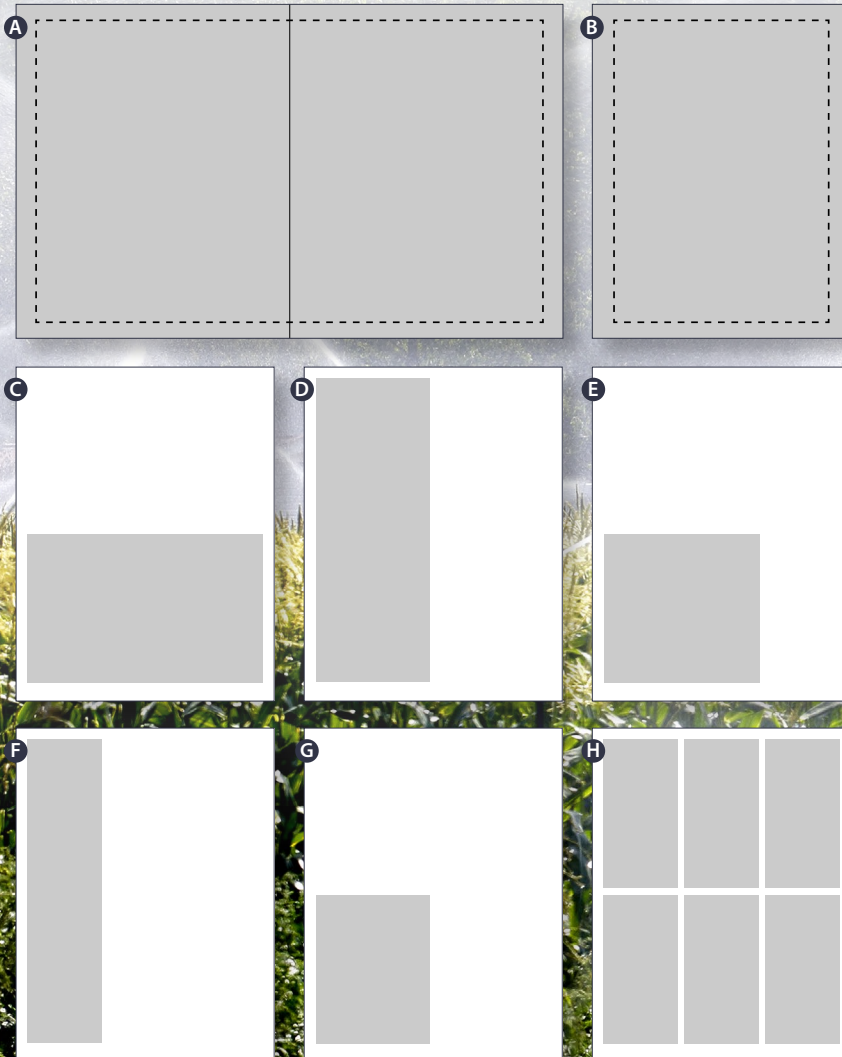
Still don't see what you want?

Let us create a custom advertising package or polybagging option that will meet all your marketing goals. Contact your sales rep (p. 9) to learn more and to discuss an option specially crafted to fit your company and your message.

ASK FOR MORE!

PRINT SPECS

Irrigation Today offers many display advertising size options, as well as pricing discounts for multiple insertions.



Print advertising sizes

All dimensions are listed as width × height. Rates can be found on page 9.

- | | | |
|--|--|--|
| A Two-page spread
17" × 10.875" (trimmed)
17.25" × 11.125" (with bleed) | C 1/2-page (horizontal)
7.75" × 4.875" | F 1/3-page (vertical)
2.4375" × 9.875" |
| B Full-page
8.5" × 10.875" (trimmed)
8.75" × 11.125" (with bleed) | D 1/2-page (vertical)
3.75" × 9.875" | G 1/4-page (vertical)
3.75" × 4.875" |
| | E 1/3-page (square)
5.125" × 4.875" | H 1/6-page (vertical)
2.4375" × 4.875" |



RATES & CONTACTS

Print advertising rates

All ads include four-color process at no extra cost. Prices are per ad per issue.

	1x	2x	4x
Two-page spread	\$5,940	\$5,584	\$5,249
Back cover	n/a	n/a	\$3,353
Inside front or back cover	n/a	n/a	\$3,159
Full-page	\$2,890	\$2,710	\$2,530
1/2-page	\$2,185	\$2,060	\$1,935
1/3-page	\$1,605	\$1,515	\$1,425
1/4-page	\$1,330	\$1,255	\$1,180
1/6-page	n/a	\$485	\$460

Premium member discounts

The following discounts apply for premium Irrigation Association members:

- Platinum members – 20%
- Gold members – 15%
- Silver members – 15%
- Bronze members – 10%

Education institution discount

Advertisers from colleges, universities or other educational institutions will receive a 10% discount on all ads purchased.

Additional fees: Special positions – 10%-25% (guaranteed)

Digital advertising rates

Website	Size	1x	Frequency	Material deadline
Welcome	640 x 480	\$1,540	Weekly	10 business days prior to the run week or month * Advertiser must also provide 300 x 250 for mobile devices.
Super leaderboard*	970 x 90	\$1,350	Monthly	
Leaderboard*	728 x 90	\$1,125	Monthly	
Large skyscraper	300 x 600	\$940	Monthly	
Medium rectangle	300 x 250	\$660	Monthly	
Adhesion	728 x 90	\$1,125	Monthly	
Adhesion – mobile	320 x 50	\$565	Monthly	
Sponsored content	see p. 5	\$600	Monthly	
News Harvest	Size	1x	Frequency	Material deadline
Top	650 x 125	\$500	Biweekly	10 business days prior to the run week
Middle	650 x 125	\$460	Biweekly	
Bottom	650 x 125	\$420	Biweekly	
Sponsored content	see p. 6	\$700	Biweekly	
IA Events	Size	1x	Frequency	Material deadline
Top or Middle	650 x 125	\$1,050	1st of the month	20th day of the previous month

Advertise with us today!



Adam Hauptli

adam.hauptli@bock-assoc.com

612.500.8275

(new advertisers)



Tom Schoen

tom.schoen@bock-assoc.com

773.490.9557

**WANT
MORE?**

The Irrigation Association has additional marketing opportunities! Let our team design a customized advertising package perfect for you!

Contact Stephanie Clark, IA vice president of strategic partnerships and business development, at stephanieclark@irrigation.org or 703.472.5810.



MATERIALS



General policy

Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed, and also for any claims originating with the ad and made against the publisher. The publisher reserves the right to reject any advertising or to request changes. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter. In addition, Irrigation Today will not publish advertisements (print or digital) that include pricing of any kind or comparative content (e.g., research, testimonials or other content comparing one company's products/services, brand or company to another).

Cancellations

Cancellations will not be accepted after the material deadline and will not be considered executed unless acknowledged in writing by the publisher. All cancellations must be in writing. Contact your sales representative for deadline extensions or questions.

Publisher reserves the right to repeat previous advertisement until new advertisement or instructions are received, if material deadline has passed.

Payment terms & agency commission

Terms: Net. All bills payable in 30 days.

Agency discounts are provided. Accounts not paid within 30 days incur a past-due service charge of 1% per month.

If agency does not make appropriate payment to publication, advertiser is financially responsible for insertion.

In the event that collection proceedings are taken, advertiser and agency are responsible for all costs thereof.

Print specifications

Publication trim size: 8.5" x 10.875"

Binding: Saddle stitch

Trim marks: Yes

Bleed: 0.125" outside trim area

Resolution:

- Color and grayscale images – Minimum 300 dpi at 100% of actual size
- Vector or line art graphics – Minimum 600 dpi

Material requirements

Accepted print file formats:

- High-resolution, press-ready PDF (preferred format)
- Illustrator AI or EPS
- InDesign
- Photoshop TIFF or JPEG (flattened)

Accepted digital file formats:

- JPEG/PNG
- GIF*
- HTML5*
- third-party tags*

* Website only

Unless specifically requested, all materials will be held for 12 months and then discarded.

File preparation

- Build pages to ad size and include a 0.125" bleed on all edges.
- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process. (RGB or LAB color is not allowed. Convert all spot or Pantone colors to process. Remove all unused colors.)
- Do not embed ICC profiles within the ad or images.
- Ensure that all black text is 100% process black.
- Include all linked graphics. (All images must be linked correctly and meet our specifications above.)

Irrigation Today will not be responsible for the reproduction of your ad if the steps listed above have not been adhered to.

File submission

Only send files to be used in your ad. High-resolution files with all fonts and graphics used should be included. Materials are due by the dates listed on p. 4 of this media planner. *Irrigation Today* reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

Send advertising materials to**:

materials@irrigationtoday.org

** If files are larger than 10MB please use WeTransfer.com to submit your artwork.



Irrigation**TODAY**

8280 Willow Oaks Corporate Drive, Suite 630
Fairfax, VA 22031

Tel: 703.536.7080 | Fax: 703.536.7019

irrigationtoday.org | info@irrigationtoday.org

Irrigation Today is a publication of the Irrigation Association, the leading membership organization for irrigation companies and professionals. A not-for-profit 501 (c)(6), the IA is committed to promoting efficient irrigation and to long-term sustainability of water resources for future generations. The IA works to improve industry proficiency, advocate sound water management and grow demand for water-efficient products and services. For more information, visit **irrigation.org**.