

Irrigation Today is your direct link to growers and decision-makers in the irrigation industry. As the only publication focused specifically on on-farm irrigation, we are the go-to resource for essential insights and innovations in agriculture irrigation.

➔ **Elevate your reach in the irrigation industry: Partner with *Irrigation Today* for strategic print and digital exposure!**



Winter 2024

- Distribution uniformity
- Pumps & filtration
- Specialty crops
- Soil moisture sensors

Space deadline: Nov. 22, 2023

Material deadline: Dec. 1, 2023

Home delivery starting: Jan. 15, 2024

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

Spring 2024

- Irrigation scheduling
- Water scarcity
- System design
- Legislative issues

Space deadline: Feb. 15, 2024

Material deadline: March 1, 2024

Home delivery starting: April 15, 2024

Print circulation
13,000

Digital circulation
25,000

Total unique subscribers
33,700*

*Publisher's own data

Summer 2024

- Smart irrigation & technology
- Dealer relationships
- Certification
- Next generation

Space deadline: April 15, 2024

Material deadline: May 1, 2024

Home delivery starting: July 1, 2024

Bonus circulation: Husker Harvest Days

Fall 2024

- Public outreach
- System upgrades
- Maintenance & repair
- Research & innovation

Space deadline: Aug. 15, 2024

Material deadline: Sept. 15, 2024

Home delivery starting: Oct. 15, 2024

Bonus circulation: Irrigation Show & Education Week and Sunbelt Ag Expo

Other content

- Economy trends
- Industry insights
- Irrigation best practices
- Legislative updates
- Technological innovations
- Weather outlook

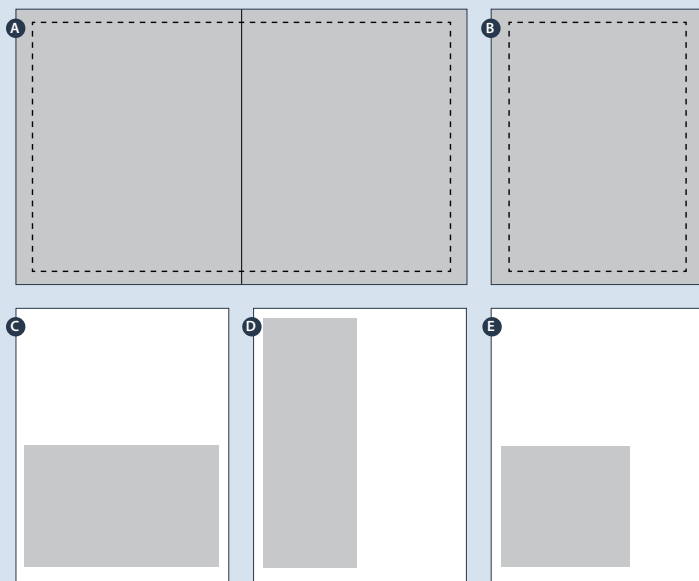


For information about submitting content for an issue, contact **Editor-in-Chief Kyle Brown** at kylebrown@irrigation.org.



For information about how to advertise in these issues, contact **National Sales Representative Tom Schoen** at tom.schoen@bock-assoc.com and or 952.905.3214

PRINT AD HIGHLIGHTS



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 x height.

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

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

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

More opportunities

Contact us for the full suite of advertising and sponsorship opportunities to get your brand noticed in the industry and reach your target market. Connect with **National Sales Representative Tom Schoen** at tom.schoen@bock.assoc.com or 952.905.3214.

DIGITAL AD HIGHLIGHTS

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.

Circulation: 9,500+ | **Open rate:** 28.4%*

News Harvest advertising rates

News Harvest	Size	1x	Frequency
Top	650 x 125	\$500	Biweekly
Middle	650 x 125	\$460	Biweekly
Bottom	650 x 125	\$420	Biweekly

*Publisher's own data

Targeted email promotions

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%*

Irrigationtoday.org

Boost your brand with IrrigationToday.org where exclusive, cutting-edge content meets market entry opportunities. Position your web ad alongside the latest industry insights to gain unmatched online visibility. Seamlessly integrate print and digital advertising to achieve unparalleled market saturation and visibility.