

MICHIGAN Soybean NEWS

Advertising Rates and Specifications - 2023

The *Michigan Soybean News* is published quarterly by the Michigan Soybean Association (MSA). The goal of the *Michigan Soybean News* is to provide the most innovative and up-to-date soybean information to Michigan soybean farmers to help them improve their management and profitability opportunities.

Printing Material Specifications

All material must arrive "camera ready".

We accept the following digital file formats:

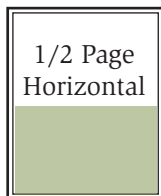
- Adobe Acrobat High Resolution PDF (Press Quality or High Quality Print)
- Adobe Photoshop, Illustrator or InDesign files
- tif or jpg files, no less than 300 dpi

Please email files to slapak@michigansoybean.org.

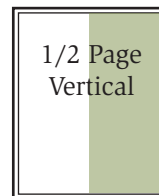
Ad Size Specifications by Inches

Trim Size 8-in. W x 10.75-in. H

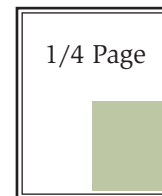
Bleed 0.25-in., Safety Zone 0.25-in.



1/2 Page Horizontal
7-in. W x 5-in. H



1/2 Page Vertical
3.5-in. W x 10-in. H



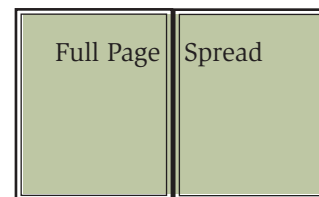
1/4 Page
3.5-in. W x 5-in. H

Publication Schedule 2022-2023

Issue	Articles & Orders Due	Ads Due	Mail Date
Winter	Oct 19, 2022	Oct 26, 2022	Nov 25, 2022
Spring	Feb 6, 2023	Feb 13, 2023	Mar 15, 2023
Summer	Apr 19, 2023	Apr 26, 2023	May 26, 2023
Fall	July 28, 2023	Aug 3, 2023	Sep 5, 2023



Full Page
Non-Bleed:
7.5-in. W x 10.25-in. H
Bleed 4 Sides:
8-in. W x 10.75-in. H



Full Page Spread
Non-Bleed:
15-in. W x 10-in. H
Bleed Spread:
16.5-in. W x 11.25-in. H

Contact Information

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Publisher's Statement

- All contents are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time, including that which has been published previously.
- Space orders are due on or before the advertising date and may not be canceled by the advertiser after that date.

Circulation = 19,000+

Editorial Content

Each issue will typically cover soybean topics including management practices, activity reports, agronomics, leadership opportunities, new uses, political issues and more.

Advertising Rates

Outside Back Cover	\$ 2,800
Inside Front Cover	\$ 2,600
Full Page	\$ 1,600
1/2 page	\$ 1,000
1/4 page	\$ 800

- 2% discount for 2 consecutive issues
- 3% discount for 4 consecutive issues
- 15% discount for agency camera ready artwork
- Premium positions and other advertising options may be available upon request.

