

# ADS & ADVERTORIALS

RATES VALID: **9.01.22 – 8.31.23**

## Meet farmers where they are and with the content they want.

Partnering with Illinois Field & Bean gives your brand access to the state's 43,000+ soybean growers. Illinois Soybean Association (ISA) is proud of our invested audience and the promotion, advocacy and education we uphold year-round on behalf of Illinois soybean farmers, which can translate to a major impact on your business.

We aim to bring more value to farmers through our fresh take on Soybean Checkoff and non-Checkoff topics, sharing engaging stories that convey what's happening in the Illinois farmer community. And we want to increase visibility for you.

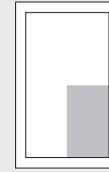
### ADVERTISING OPPORTUNITIES

Ads or Advertorials. Advertorials can be full- or half-page editorial content labeled as guest content.

### ISSUE THEMES AND MATERIAL DEADLINES

|  |                           |
|--|---------------------------|
| SEPTEMBER – Meeting in the Middle: The Strategy Behind IL Corn and ISA's Collaborative Partnership | <b>August 8, 2022</b>     |
| OCTOBER – The Checkoff That Pays Off   | <b>September 12, 2022</b> |
| NOVEMBER – The Future State of Soy Issue   | <b>October 11, 2022</b>   |
| DECEMBER – Homecourt Advantage: The Soy From Illinois Issue  | <b>November 7, 2022</b>   |
| JANUARY – Growing Audiences: The Young Farmer and Influencer Issue                                 | <b>December 12, 2022</b>  |
| FEBRUARY – The Soybean Summit Issue  | <b>January 9, 2023</b>    |
| MARCH – The Front Lines of Advanced Agriculture: The Research Issue                                | <b>February 6, 2023</b>   |
| APRIL – Closing the Access Gap for Illinois Farmers: The Broadband Issue                           | <b>March 13, 2023</b>     |
| MAY – Local Flavor: Celebrating the Communities of Illinois  | <b>April 10, 2023</b>     |
| JUNE – Fast, Dependable, Ready to Work for You: The IL SoyAdvisor Issue                            | <b>May 8, 2023</b>        |
| JULY – Change for Good: The Cover Crop Issue   | <b>June 12, 2023</b>      |
| AUGUST – The 2023 Seed Guide Issue   | <b>July 10, 2023</b>      |

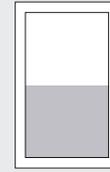
### ADS & ADVERTORIALS RATES AND SPECS



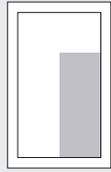
**¼ Page**  
4.175" x 5"



**½ Page**  
4.175" x 10.15"



**½ Page**  
8.5" x 5"



**Jr. Page**  
5.6125" x 7.125"



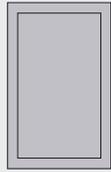
**Full Page**  
8.5069" x 10.15"



**Full Page w/Bleed**  
9.875" x 12"



**Inside Front Cover w/Bleed**  
9.875" x 12"



**Outside Back Cover w/Bleed**  
10.25" x 9.2633"

|                    |                |
|--------------------|----------------|
| ¼ PAGE             | <b>\$1,000</b> |
| ½ PAGE             | <b>\$2,200</b> |
| JR. PAGE           | <b>\$2,500</b> |
| FULL PAGE          | <b>\$4,000</b> |
| INSIDE FRONT COVER | <b>\$4,750</b> |
| OUTSIDE BACK COVER | <b>\$6,250</b> |

Ads should be high resolution (300 dpi) and submitted as PDF, TIF, or JPEG files or in the following programs: Adobe Illustrator, Photoshop or InDesign.

### AD MATERIAL SUBMISSION INSTRUCTIONS

Advertisers will be billed at publisher's cost for designing, altering or resizing of ads. The editor reserves the right to reject any advertising not considered to be consistent with the purpose and standards of the publication.

Email Ads to: [peabodyr@ilsoy.org](mailto:peabodyr@ilsoy.org)

Magazine is Available Online:  
[ilsoy.org/illinois-field-and-bean-magazine](http://ilsoy.org/illinois-field-and-bean-magazine)

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## SEPTEMBER 2022 | VOL 2, ISSUE 9

### **“Meeting in the Middle: The Strategy Behind IL Corn and ISA’s Collaborative Partnership”**

**Editorial and Advertising Deadline: August 8**

The September issue of Illinois Field & Bean magazine will provide an inside perspective on the collaborative partnership between the Illinois Corn Growers Association (ICGA) and the Illinois Soybean Association; a strategic relationship that provides both organizations with opportunities to advance common goals and promote Illinois agriculture. This mutually-beneficial partnership creates value for farmers by intersecting crisscrossing layers of advocacy, promotion, program development, shared resources and strength in numbers. Together, IL Corn and ISA have created a new collaborative model, moving Illinois agriculture to cast a wider net by formalizing existing networks and establishing new mechanisms for communication.

## OCTOBER 2022 | VOL 2, ISSUE 10

### **“The Checkoff That Pays Off”**

**Editorial and Advertising Deadline: September 12**

The objective of the October issue of Illinois Field & Bean is uncovering and corraling the countless ways the Soybean Checkoff is at work every day on behalf of Illinois soybean farmers. Some activities may be well known; some may not be at all. Some may already be credited to the Checkoff; some may not. This issue will use a “did you know” and “before and after” type approach. Other unique features will include a detailed timeline throughout the magazine of major checkoff successes and key moments or a “flip book” type interaction that runs through the magazine; and a visualization of the before and after the Checkoff cover story to drive home exactly how much the Soybean Checkoff has advanced the Illinois and U.S. soy industry.

## NOVEMBER 2022 | VOL 3, ISSUE 1

### **“The Future State of Soy Issue”**

**Editorial and Advertising Deadline: October 11**

“The Future State of Soy” issue of Illinois Field & Bean is designed to highlight the commitment of Soybean Checkoff farmer leaders to continuously be looking at what’s ahead, to ensure that Checkoff investments are going into the right places, and also that soybean farmers are well positioned to navigate what obstacles may be ahead and leverage opportunities. This issue will include an overview of the five soybean state boards involved in the Future State of Soy project, the five trends and the four strategic imperatives the Checkoff will use to best position farmers for success.

## DECEMBER 2022 | VOL 3, ISSUE 2

### **“Homecourt Advantage: The Soy From Illinois Issue”**

**Editorial and Advertising Deadline: November 7**

The “Soy From Illinois” campaign was developed to cultivate a sense of Illinois pride and to generate a better appreciation and greater community support for soybean production and soybean farmers. The Soy From Illinois messages have been imbued across community gatherings, University of Illinois sporting events, paid media opportunities and more,

engaging key decision makers and residents in communities located throughout the state to reinforce the economic and social impact that soybean production creates in Illinois. The December issue of Illinois Field & Bean will profile the many events, messages and efforts that have powered the Soy From Illinois campaign forward, inviting every Illinois resident to feel invested in soy’s homegrown success.

## JANUARY 2023 | VOL 3, ISSUE 3

### **“Growing Audiences: The Young Farmer and Influencer Issue”**

**Editorial and Advertising Deadline: December 12**

We have 100 million acres of U.S. farmland expected to change hands in the next five years. That’s why ISA is actively working to grow leadership opportunities for our next-gen farmers, celebrate what’s unique about this generation and empower tomorrow’s agricultural leaders. This publication of Illinois Field & Bean, “Growing Audiences: The Young Farmer and Influencer Issue,” will highlight the ways ISA is meeting next-gen growers where they are by leveraging Ag Influencers to grow audiences across our communications channels and networks, make Illinois soy accessible and relevant to younger generations and honor the contributions of 20 exceptional Illinois growers.

## FEBRUARY 2023 | VOL 3, ISSUE 4

### **“The Soybean Summit Issue”**

**Editorial and Advertising Deadline: January 9**

This special issue of Illinois Field & Bean sets the stage for the 2023 Soybean Summit, rolling out a rich lineup of expert topics ranging from the latest agronomic insights, sustainable production and agribusiness management advice, along with actionable recommendations to improve farmer yields, sustainability and boost bottom lines. Readers will enjoy stories on topics ranging from weeds, pests and pathogens, planting strategies and more.

## MARCH 2023 | VOL 3, ISSUE 5

### **“The Front Lines of Advanced Agriculture: The Research Issue”**

**Editorial and Advertising Deadline: February 6**

At the cross-section of research, science and technology, the Illinois Soybean Association is exploring agronomic frontiers, adapting our global impact, using less to generate more and shaping the future of farming. Through innovation and collaboration, we are committed to empowering Illinois farmers not only to grow enough, but to grow better. This issue of Illinois Field & Bean, “The Front Lines of Advanced Agriculture: The Research Issue,” will highlight the collaborative research projects ISA conducts in an effort to leverage data, respond to global needs and provide the most hopeful return for Illinois soybean farmers.

APRIL 2023 | VOL 3, ISSUE 6

**"Closing the Access Gap for Illinois Farmers: The Broadband Issue"**  
*Editorial and Advertising Deadline: March 13*

Rural broadband is essential to modern agriculture, the farmers who grow our food and fuel and the quality of life for rural Americans. Education, employment opportunities and healthcare are increasingly relying on remote service delivery. Access is an essential part of agribusiness as growers work to follow commodity markets, communicate with customers and access new markets around the world, making their operations more efficient, economical and environmentally friendly. But the gap is widening between farmers who have access to broadband, and farmers who don't, which is why ISA is actively working to support efforts that will expand broadband deployment to rural communities across Illinois. This issue of Illinois Field & Bean will highlight those efforts and encourage readers to be informed and get involved.

MAY 2023 | VOL 3, ISSUE 7

**"Coming Home: Returning Soybean Checkoff Investments to Rural Illinois Communities"**  
*Editorial and Advertising Deadline: April 10*

Illinois is woven together by communities of unique character and quality, carried by the people and cherished traditions that give voice to the generations of tomorrow. This special issue of Illinois Field & Bean will highlight features from different communities across Illinois, including bridges and critical infrastructure points, agribusiness companies and organizations, historical monuments and hometown heroes who are making waves across the agricultural landscape.

JUNE 2023 | VOL 3, ISSUE 8

**"Fast, Dependable, Ready to Work for You: The ILSoyAdvisor Issue"**  
*Editorial and Advertising Deadline: May 8*

This issue of Illinois Field & Bean, titled "Fast, Dependable, Ready to Work for You: The ILSoyAdvisor Issue," will be dedicated to promoting ILSoyAdvisor as an actionable, timely agronomic resource for Illinois farmers. Articles in this issue will be focused on the ISA Soy Envoy program, developing pre- and post-harvest strategies, and exploring everything from farm safety, fertility management and combine adjustments to support farmers as they develop strategies for an inclusive farm management plan.

JULY 2023 | VOL 3, ISSUE 9

**"Change for Good: The Cover Crop Issue"**  
*Editorial and Advertising Deadline: June 12*

Cover crops are one of the most widely discussed practices in agriculture today. Touting benefits like improved organic matter and water holding capacity in soil—and heightened performance of cash crops — they seem to offer a fair amount of promise. But cover crops should be viewed as a long-term investment in improved soil health and farm management and offer other lesser-known benefits to growers. This issue of Illinois Field & Bean will explore cover crops and their agroecosystem benefits, which include erosion prevention, an increase of organic soil matter and promotion of soil microbial activity and diversity.

AUGUST 2023 | VOL 3, ISSUE 10

**"The 2023 Seed Guide Issue"**  
*Editorial and Advertising Deadline: July 10*

When making seed selections for their operation, farmers have many things to consider. Having the latest product information available to help them make informed decisions is crucial. This issue of Illinois Field & Bean will serve as a need-to-know resource for soybean farmers during the seed selection timeframe that combines the leading product offerings from the industry with the latest in research and agronomics from their Checkoff to help them produce the highest yielding, most competitive soybeans in the marketplace.

## A MUST-HAVE RESOURCE FOR ILLINOIS SOYBEAN FARMERS

The Illinois Field & Bean Seed Guide issue combines industry-leading product offerings with the latest research and agronomics made possible by the Checkoff. Support Illinois soybean farmers in producing the highest-yielding, most competitive soybeans in the marketplace by showcasing your business in this exceptionally robust issue.

## ADVERTISING OPPORTUNITIES

Like any other issue of Illinois Field & Bean magazine, advertisers can purchase ads or advertorials. Unique to the Seed Guide issue, advertisers also have an opportunity to purchase a seed company spotlight, which gives the opportunity to showcase your product directly in front of farmers.

**Your company, leadership, logo and URL will be featured.** Max word count is 40 words/question or 120 words total, equaling approximately 1/2 page.

PRICE: **\$1,000** | CONTENT DUE: **July 10, 2023**

## YOUR SEED COMPANY SPOTLIGHT

Choose a company leader to answer three questions of your choosing from the list below that farmers want to know about your business.

*What makes your company unique?*

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*Why should Illinois soybean farmers use your product/service?*

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*How does your company work with farmers to ensure maximum return?*

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*What service are you most proud to have offered farmers over the last 10 years?*

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*How is your company continuing to innovate to bring the best products and services to farmers?*

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*What new products or services are on the horizon that farmers should know about?*