

ADS & ADVERTORIALS

RATES VALID: 9.01.23 — 8.31.24

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

JANUARY – Redefining Our Competitive Advantage: The Transportation Issue	December 8, 2023
FEBRUARY – The Soybean Summit Issue	January 5, 2024
MARCH – Innovating Nutrition-Forward Solutions: The Animal Ag Issue	February 2, 2024
APRIL – Region to Region: Partnering with Precision Across the State	March 4, 2024
MAY – Pioneering Solutions from the Field: The Innovation Issue	April 5, 2024
JUNE – The Seed Guide	May 3, 2024
JULY – Shaping a Sustainable Future: The Conservation Issue	June 7, 2024
AUGUST – The Business of Illinois Farming	July 5, 2024
SEPTEMBER – Elevating Farmer Voices: The Government Relations Issue	August 9, 2024
OCTOBER – Driving New Market Potential: Investing Over Time and Money	September 6, 2024
NOVEMBER – Soybean and Aquaculture: Industries Growing Together	October 4, 2024
DECEMBER – Your Checkoff Dollars: At Work For You	November 1, 2024

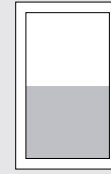
ADS & ADVERTORIALS RATES AND SPECS



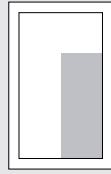
¼ Page
4.175" x 5"



½ Page
4.175" x 10.15"



½ Page
8.5" x 5"



Jr. Page
5.6125" x 7.125"



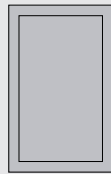
Full Page
8.5069" x 10.15"



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	\$1,050
½ PAGE	\$2,300
JR. PAGE	\$2,650
FULL PAGE	\$4,200
INSIDE FRONT COVER	\$5,000
OUTSIDE BACK COVER	\$6,550

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 the 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: olivia@roosterstrategy.com

Magazine is Available Online:
illsoy.org/illinois-field-and-bean-magazine

Information Contact:
Betsy Osman
1108 Trinity Ln
Bloomington, IL 61704
217.855.9559

JANUARY 2024 ISSUE

"Redefining Our Competitive Advantage: The Transportation Issue"

Editorial and Advertising Deadline: December 8

If there's one thing America loves, it's healthy competition. And in the infrastructure space, the U.S. system has not only secured our role as a global leader, it has floated America's economic brawn for generations. This issue of Illinois Field & Bean will provide a comprehensive look at our current transportation and infrastructure system from bridges and roads to rail, ports and waterways. We will explore current threats and opportunities, national response, and ISA's commitment to leadership and action, investment and collaboration.

FEBRUARY 2024 ISSUE

"The Soybean Summit Issue"

Editorial and Advertising Deadline: January 5

This special issue of Illinois Field & Bean sets the stage for the 2024 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 2024 ISSUE

"Innovating Nutrition-Forward Solutions: The Animal Ag Issue"

Editorial and Advertising Deadline: February 2

Animal agriculture is depending more and more on Illinois soy, a relationship that results in increasing opportunities for Illinois soybean farmers. This issue of Illinois Field & Bean will highlight the many partnerships, programs and organizations ISA funds in the name of strengthening alliances between animal ag and Illinois soy to increase access, to identify international export channels, to support quality production and safety protocols and to bolster the fast-growing animal ag community through economic and political advocacy.

APRIL 2024 ISSUE

"Region to Region: Partnering with Precision Across the State"

Editorial and Advertising Deadline: March 4

Soybeans are planted on more than 10 million acres of Illinois farmland, but no two acres are ever quite the same. That's why the Illinois Soybean Association fosters projects and partnerships in regions across the state to create a statewide understanding of the crop, the challenges and growing conditions farming communities face and the high-value opportunities available to Illinois growers.

MAY 2024 ISSUE

"Pioneering Solutions from the Field: The Innovation Issue"

Editorial and Advertising Deadline: April 5

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 will highlight new innovations in the industry, and the projects ISA conducts in an effort to leverage data, respond to global need and provide the most hopeful return for Illinois soybean farmers.

JUNE 2024 ISSUE

"The Seed Guide"

Editorial and Advertising Deadline: May 3

When making seed selections for their operation, farmers have many things to consider. And 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 Soybean Checkoff to help them produce the highest-yielding, most competitive soybeans in the marketplace.

JULY 2024 ISSUE

"Shaping a Sustainable Future: The Conservation Issue"

Editorial and Advertising Deadline: June 7

Good for the environment? Check. Good for the local economy? Check. Good for Illinois soybean farmers? Check. This issue of Illinois Field & Bean will take a deeper dive into sustainable agriculture which conserves natural resources, biodiversity and labor, increases available soil water, reduces heat and drought stress and builds up soil health in the longer term. The big-picture payoff of conservation farming is that it helps farmers to maintain and boost yields and increase profits while reversing land degradation, protecting the environment and responding to growing challenges of climate change.

AUGUST 2024 ISSUE

"The Business of Illinois Farming"

Editorial and Advertising Deadline: July 5

"Agriculture is a business. And those who grow our food are its leaders." Successfully running a farming operation requires more than knowledge of agriculture. The business side of farming is a critical factor in the success and sustainability of the operation. Farmers have to consider everything from planning, licensing requirements and financing options, tax preparation, new tools and technology and even succession planning. This issue of Illinois Field & Bean will cover the many business aspects of farming and include some helpful resources for readers.

SEPTEMBER 2024 ISSUE

"Elevating Farmer Voices: The Government Relations Issue"

Editorial and Advertising Deadline: August 9

The Illinois Soybean Growers (ISG) work to increase the profitability of Illinois soybean farmers and protect their freedom to operate through legislative advocacy, public policy initiatives and education. They are the advocate at the table who eliminates barriers and stops policymakers from affecting your business' bottom line. This issue of Illinois Field & Bean will highlight the policies and legislative priorities ISG is working to advance in the best interest of soybean farmers.

**This issue will include a special "60th Anniversary ISG" insert*

OCTOBER 2024 ISSUE

"Driving New Market Potential: Investing Over Time and Money"

Editorial and Advertising Deadline: September 6

For decades, ISA has had a hand in helping the state's farmers find ways to maximize the use of their soybeans, exploring opportunities for new global customers through trade and exports, innovative biobased products and promoting soy as a food-based ingredient. This issue of Illinois Field & Bean will identify ways that ISA works with international soybean buyers to build a preference for U.S. soy, and uncover many commercialized uses for soy, the ways we are diversifying markets and cultivating credibility with manufacturers, distributors, even the food and restaurant industry, and the economic value driving this fascinating research and development.

NOVEMBER 2024 ISSUE

"Soybean and Aquaculture: Industries Growing Together"

Editorial and Advertising Deadline: October 4

In aquaculture feeds worldwide, soy is the most-used protein source. Soybean meal, soy protein concentrates, soybean oil and other terrestrial proteins and oils can replace between one-third to one-half of the fishmeal and fish oil in feeds required for many farmed species, and in some cases, can replace marine ingredients entirely. This issue of Illinois Field & Bean will explore how soy is posturing to meet the growing global demand for protein as aquaculture production projects to increase even further in the next couple of decades.

DECEMBER 2024 ISSUE

"Your Checkoff Dollars: At Work For You"

Editorial and Advertising Deadline: November 1

The objective of the December issue of Illinois Field & Bean is to uncover the countless ways the 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 draw direct lines between Checkoff projects and impacts for Illinois soybean farmers, driving home exactly how much the Soybean Checkoff has advanced the Illinois and U.S. soy industry.

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: **\$1,050-\$6,550** | CONTENT DUE: **May 3, 2024**

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?

Why should Illinois soybean farmers use your product/service?

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

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

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

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