ADVERTISING
opportunities with the leading grain science community
**Audience Profile**

Our audience includes food scientists, chemists, microbiologists, engineers, nutritionists, and those interested in the cereal grains and related industries, including those in product development, quality control, marketing, technical sales, and production management.

- According to the membership poll, *Cereal Chemistry* and *Cereal Foods World* are among the top five member benefits. *Cereal Foods World* ranked #2 on the list of "Most Valuable AACC — Cereals & Grains Association Offerings" and *Cereal Chemistry* ranked #4.
- 66% of the members read *Cereal Foods World* and 71% read *Cereal Chemistry* regularly.

**Purchasing Influence**

61% of our members have purchasing influence. Here's where they do:

- Lab instrumentation and products, pilot plant equipment: 59%
- Ingredients: 50%
- Services: 26%
- Processing and packaging equipment and instrumentation: 25%

**Primary Job Responsibility**

- R&D, Product Development: 44%
- Education: 18%
- QC/QA, Regulatory: 13%
- Other: 9%
- Sales, Marketing: 7%
- Consultant: 6%
- Engineering, Processing: 3%
**Cereal Foods World**

Accessed online by more than 1,600 members and other scientists and professionals.

**Advertorial:**
- Rate: $3,000+
- Size: 729 pixels wide
- Format: jpg
- Resolution: 300 ppi
- Materials due date: Two weeks prior to the correlating issue month

**Advertising in one issue of CFW provides you the following:**
- (1) Digital **CFW** homepage ad
- (1) Digital **CFW** correlating issue homepage ad and
- (1) Digital Logo + URL on **CFW** website

**Digital Ad Rates:**
- Homepage Ad or Logo + URL:
  - 1x rate: $1,600
  - 3x rate: $1,400
  - 6x rate: $1,200

**Digital Ad Specs:**
- **Cereal Foods World Homepage Ad and Correlating Issue Homepage Ad**
  - Size: 191 pixels wide × 163 pixels tall
  - Format: jpg or png
  - Resolution: 72 ppi
  - Materials due date: One week prior to first month of correlating issue

**Logo + URL**
- Size: 191 pixels wide × 163 pixels tall
- Format: jpg or png
- Resolution: 72 ppi
- Materials due date: One week prior to first month of correlating issue

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**Cereal Chemistry**

Accessed by thousands of scientists through more than 500 online subscribers at major food companies and universities worldwide. More than 130 institutions and universities also provide these print journals to their patrons.

**Print Ad Rates:**
- Full Page: $1,600, $1,400, $1,200
- Half Page: $1,350, $1,150, $950

<table>
<thead>
<tr>
<th>Quality</th>
<th>Rate</th>
<th>Rate</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page Focus Issue</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo + URL Virtual Issue</td>
<td>$1,000</td>
<td></td>
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</tbody>
</table>

**Print Ad Specs:**
- Medium: Press-ready PDF
- Platform: MacIntosh
- Software: Adobe InDesign, Illustrator, Photoshop
- Format: eps or tif; composite PDF v1.3 (Acrobat 4.0 compatible). If possible, please conform to PDF/X-1a.
- Resolution: 300 dpi

**Print Ad Sizes:**
- Full Page: 7” × 9-7/8”
- Full Page Bleed*: 8-3/4” × 11-1/4”
- Half Page Vertical: 3-3/8” × 7-”
- Half Page Vertical Bleed*: 4-1/4” × 11-1/4”
- Half page Horizontal: 7” × 4-7/8”
- Half Page Horizontal Bleed*: 8-3/4” × 5-3/8”

**Trim Size:** 8-1/2” wide × 11” deep (215.9 mm wide × 279.5 mm deep)

* Files must be set up to 100% of final output size, allowing 1/8” (3.18 mm) bleed for bleed ads. Keep live matter 1/4” (6.35 mm) from trim edges.

**Digital Ad Rates:**
- 1 month: $550
- 3 months: $500 per month
- 6 months: $450 per month
- 12 months: $400 per month

**Digital Ad Specs:**
- **Cereal Chemistry Homepage Ad**
  - Size: 228 pixels wide × 195 pixels tall
  - Format: jpg or png
  - Resolution: 72 ppi
  - Materials due date: One week prior to the target online publication month

- **Cereal Chemistry Abstract Webpage Ad**
  - Size: 140 pixels wide × 165 pixels tall
  - Format: jpg or png
  - Resolution: 72 ppi
  - Materials due date: One week prior to the target online publication date

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**Cereal Foods World Issue Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Materials Due</th>
<th>Target Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Global Food Systems/Analytical</td>
<td>12/25/2018</td>
<td>01/18/2019</td>
</tr>
<tr>
<td>March/April</td>
<td>Safety &amp; Security</td>
<td>02/22/2019</td>
<td>03/04/2019</td>
</tr>
<tr>
<td>May/June</td>
<td>Health &amp; Nutrition</td>
<td>04/24/2019</td>
<td>05/06/2019</td>
</tr>
<tr>
<td>July/Aug</td>
<td>Processing/Pre-Annual Meeting</td>
<td>06/24/2019</td>
<td>08/08/2019</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>Cereal Foods</td>
<td>08/23/2019</td>
<td>09/06/2019</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Product Development &amp; Innovation</td>
<td>10/08/2019</td>
<td>10/31/2019</td>
</tr>
</tbody>
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**Cereal Chemistry Print Deadlines**

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<tr>
<th>Issue</th>
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<td>12/20/2019</td>
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</tr>
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<td><strong>Jan/Feb</strong></td>
<td>12/20/2019</td>
<td>12/30/2019</td>
<td>01/06/2020</td>
</tr>
</tbody>
</table>

**Cereal Chemistry Focus Issues:**
- Jan/Feb 2019: Asian Products
- Jan/Feb 2020: Cereal Grains for Nutrition and Health
Advertising Policies

Payment Terms
Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. All logos and ads must be paid before any publication. Please contact Rhonda Wilkie for more details at +1.651.994.3820 or rwilkie@scisoc.org.

Any advertising agency or third-party booking space reservations on behalf of a client, must be current in their payment status. If they are not current, AACC — Cereals & Grains Association reserves the right to contact the client to inform them of the delinquent payment status and the potential consequences for both the ad agency and the client.

Any production changes or services are billed at $100 minimum.

Cancellations
Not accepted after published space reservation closing date. All cancellations prior to space closing date must be made in writing and acknowledged by AACC — Cereals & Grains Association. A fee of $200 will be charged for processing all cancellations.

Protective Clause
All advertising orders are accepted subject to the terms and provisions of the current editorial calendars/schedules. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to, text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person’s name or photograph arising from the publisher’s reproduction and publishing of such advertisements pursuant to the advertiser’s or agency’s order. AACC — Cereals & Grains Association reserves the right to discontinue, omit, or reject any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. All advertising is subject to AACC — Cereals & Grains Association's approval. AACC — Cereals & Grains Association reserves the right to reject advertising that is not in keeping with AACC — Cereals & Grains Association standards. AACC — Cereals & Grains Association reserves the right to place the word “Advertisement” with copy that, in AACC — Cereals & Grains Association’s opinion, resembles editorial matter. AACC — Cereals & Grains Association is not liable for delays in delivery and/or non-delivery in the event of acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of AACC — Cereals & Grains Association affecting production or delivery in any manner.

For more information contact:
Brianna Plank
Business Development Manager
bplank@scisoc.org
+1.651.994.3819

aaccnet.org