



MONTANA GRAIN NEWS MEDIA KIT

2021

Calendar

Rate Card

Specifications

Submittal Deadlines



MONTANA GRAIN NEWS 2021 CALENDAR

MONTANA GRAIN NEWS YIELDS HIGH RESULTS

For over 60 years, the Montana Grain Growers Association (MGGA) has provided up to the minute information and a competent legislative voice to Montana's grain industry. MGGA is the only Montana agricultural organization focused on just wheat and barley, which is critical for progressive producers who are constantly upgrading their operations. MGGA represents: 1,143 farming operations with an average farm size of 4,883 acres for a total of 5,581,000 acres of wheat and barley production.

ISSUE	PRODUCER TIMELINE - POTENTIAL EDITORIAL CONTENT
JANUARY	Legislative coverage in odd years; new equipment; state ag expositions; grain delivery; winter and upcoming workshops and meetings; publish new MGGA policy resolutions
FEBRUARY	Legislative coverage in odd years; winter board meeting coming up in March; grain delivery; producers begin making seeding plans, seeing banker for operating \$\$; publish upper level and agribusiness members list; income taxes due; NAWG convention
MARCH	Spring seeding begins; crop insurance deadlines; fertilizing & soil nutrient needs; spring membership mailing
APRIL	Seeding continues; producers considering spring crop protection needs; irrigation needs; begin monitoring for pest problems in winter wheat
MAY	June golf tournament registration; weed spraying in winter wheat; chemfallow spraying; seeding continues in NE MT; making decisions on hail insurance
JUNE	Golf tournament; spring crop weed spraying; chemfallow; monitoring the crop for weeds, diseases in wet years, top-dress nitrogen needs; praying for rain in dry years; preparing equipment and bins for harvest; summer NBGA meeting (report for July issue)
JULY	Harvest begins mid to late July in central Montana; preparing for harvest
AUGUST	Harvest in full swing around most of the state; planning for seed, fertilizer for fall seeding needs, insurance decisions coming up; county fairs
SEPTEMBER	Fall ground preparation and seeding; harvest continues in NE MT; crop marketing decisions being made; fall board meeting coming up in October; begin convention notices
OCTOBER	Fall membership drive; begin formulating new resolutions; listening sessions; NBGA and NAWG fall board meetings and reports; nominations form for new MGGA board seats
NOVEMBER	Convention registration form and schedule; publish current resolutions
DECEMBER	Announce new officers and board members; report on convention; thank you to convention sponsors; policy overview; grain delivery

MONTANA GRAIN NEWS 2021 RATE CARD

ALL RATES NET

AD SIZE	1X \$ PER ISSUE	3X \$ PER ISSUE	6X \$ PER ISSUE	12X \$ PER ISSUE	AD BUILDING
TWO FULL PAGES (17 x 11) <i>(See Below - Bleed Options)</i>	\$1800	\$1710	\$1650	\$1595	\$90
ONE FULL PAGE (8.5 x 11) <i>(See Below - Bleed Options)</i>	\$1135	\$1055	\$1005	\$975	\$45
TWO-THIRDS PAGE <i>(See Below - Two Size Options)</i>	\$825	\$760	\$720	\$695	\$45
HALF PAGE <i>(See Below - Two Size Options)</i>	\$620	\$570	\$540	\$515	\$25
ONE-THIRD PAGE <i>(See Below - Two Size Options)</i>	\$540	\$465	\$435	\$415	\$25
ONE-QUARTER PAGE (3.625 x 4.675)	\$385	\$335	\$310	\$285	\$25
BANNER (7.5 x 2)	\$335	\$310	\$280	\$235	\$25
ONE-EIGHTH PAGE (3.625 x 2.25)	\$240	\$190	\$165	\$135	\$25

Premium positions (outside back cover, inside front cover, inside back cover and center spread) are an additional 10%.
All customers having ads built by Northern Directory Publishing receive a proof at no extra fee.

ONE FULL PAGE 9 x 11.5 (bleed size) 8.5 x 11 (trim size) 8 x 10.5 (safe area)	ONE-THIRD PAGE (H) 7.5 x 3.1	TWO-THIRDS PAGE (V) 4.9 x 9.5	TWO PAGE SPREAD* 17.5 x 11.5 (bleed size) 17 x 11 (trim size) 16 x 10 (safe area) *Individual "ad spread" units, please supply .25" duplicated image on both sides of the centerline	ONE-EIGHTH PAGE 3.625 x 2.25
HALF PAGE (H) 7.5 x 4.675	TWO-THIRDS PAGE (H) 7.5 x 6.25	ONE-THIRD PAGE (V) 2.35 x 9.5	BANNER 7.5 x 2	HALF PAGE (V) 3.625 x 9.5
				ONE-QUARTER PAGE 3.625 x 4.675

All ad sizes are width by height, in inches.
For full page, non-bleed ads, art will be centered on page.



MONTANA GRAIN NEWS 2021 SPECIFICATIONS

MECHANICAL GUIDELINES FOR DIGITAL AD FILES

ACCEPTABLE PROGRAMS AND FORMATS		COLOR SETTINGS	PLATFORM
<ul style="list-style-type: none"> · ADOBE ACROBAT · ADOBE ILLUSTRATOR · ADOBE INDESIGN · ADOBE PHOTOSHOP · QUARKXPRESS 8.5 	<ul style="list-style-type: none"> · EPS (300 PPI OR HIGHER) · PDF (300 PPI OR HIGHER) · TIF (300 PPI OR HIGHER) · JPG (300 PPI OR HIGHER) 	<ul style="list-style-type: none"> · CMYK (process) · PANTONE (PMS) Please convert to process · RGB color must be converted to process 	<ul style="list-style-type: none"> · MACINTOSH

IMAGES	MATCH PRINT PROOFS
<p>MINIMUM resolution: 300 ppi for full-color artwork or grayscale. At least 1,200 ppi for bitmap (B&W/Line Art). Images and logos pulled from Web sites are NOT usable for print ads; they are low-resolution images (72 ppi).</p>	<p>A match print proof of the ad is recommended to ensure accurate placement. When sending files via Web, FTP or E-mail, please fax a copy of your ad for matching and document layout. Fax: 877-761-5244</p>

UNACCEPTABLE PROGRAMS AND FORMATS	WE CAN ACCEPT
<ul style="list-style-type: none"> · MS WORD GRAPHICS · MS EXCEL GRAPHICS · MS PUBLISHER · COREL DRAW · PAGEMAKER · GIF · BMP · PNG · MPG · DCS 	<ul style="list-style-type: none"> · E-MAIL attachments (Zipped or Stuffed) · Data CD (MAC formatted) · Layered files (e.g. Photoshop, 300 ppi min) · FTP uploads: see link at www.ndpub.com

DIMENSIONS (width x height, inches) ~ see RATE CARD for additional size information*	
<ul style="list-style-type: none"> · Cover ads: 9 x 11.5 (full bleed)* Outside back, inside front, inside back Note: OBC allow min. 4.625 x 1.325 for mailing label, across top ~ design ad so no important text/graphics fall within that space) · Two-page spread: 17.5 x 11.5 (full bleed)* · Inside full page: 9 x 11.5 (full bleed)* 	<ul style="list-style-type: none"> · Two-thirds page : 7.5 x 6.25 (h) / 4.9 x 9.5 (v) · Half page: 7.5 x 4.675 (h) / 3.625 x 9.5 (v) · One-third page: 7.5 x 3.1 (h) / 2.35 x 9.5 (v) · One-quarter page: 3.625 x 4.675 · Banner: 7.5 x 2 · One-eighth page: 3.625 x 2.25

AD COPY SUBMISSION

Please mail to:
 Northern Directory Publishing
 Attn: Leah Anderson
 P.O. Box 2367
 Great Falls, MT 59403
 Phone: 406-475-1856

Or E-mail:
landerson@ndpub.com
art@ndpub.com
 For FTP site information call
 Phone: 1-800-761-5234

Please make sure all digital ad files match the ad dimensions listed.
 Northern Directory Publishing (NDP) reserves the right to reduce and/or re-size supplied ad files to fit. NDP is not responsible for submitted files prepared incorrectly, nor any errors in content.



MONTANA GRAIN NEWS 2021 AD SUBMITTAL DEADLINES



Issue	Ad Sales Close/Materials Due	Mail Date
January	12/23/20	1/6/21
February	1/22/21	2/4/21
March	2/19/21	3/4/21
April	3/26/21	4/8/21
May	4/23/21	5/6/21
June	5/21/21	6/3/21
July	6/25/21	7/8/21
August	7/23/21	8/5/21
September	8/20/21	9/2/21
October	9/24/21	10/7/21
November	10/22/21	11/4/21
December	11/29/21*	12/10/21

*For convention coverage to be included in December issue, additional special dates apply: regular articles due to NDP by 12/2; convention materials by 12/6 latest.