

# Straight Rows

Kansas Soybean Association Bi-Monthly Newsletter

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## ADVERTISEMENT GUIDELINES

### About Straight Rows

Straight Rows is a membership benefit for those who submit dues to the Kansas Soybean Association. Current circulation reaches about 450 people. Articles published in the newsletter provide current information about the Association's programs, services and activities and how it serves the soybean industry.

The bi-monthly format features four print editions and two digital special legislative editions. Print editions are published in January, March, July and September; a state legislative digital newsletter is published in May and a national legislative special is published in November.

Advertising is open to Corporate Partners who support the work of the Association and industry affiliates whose services directly align with Kansas soybean farmers.

### Print Advertising Rates

2-page spread or 2-sided insert	..... \$1,125
Full page	..... \$750
Half page	..... \$500
Quarter page	..... \$335
Eighth page	..... \$225

*Rates as of November 2021 | Includes full color*

### Digital Advertisements

With purchase of an ad in a print newsletter, advertisers receive a complimentary click-enabled banner placement in the digital newsletter that falls in the same six-month timeframe. A call for advertisements will be sent by email twice annually - December and June - to queue up the following six months/three publications.

Digital size and placement corresponds to the print size and can be found on page four of this guide.

### Advertisement Deadlines

#### January (print)

Reserve placement ..... Jan. 1

Artwork received ..... Jan. 10

#### March (print)

Reserve placement ..... Jan. 1

Artwork received ..... March 10

#### May (digital)

Reserve placement ..... Jan. 1

Artwork received ..... May 10

#### July (print)

Reserve placement ..... July 1

Artwork received ..... July 10

#### September (print)

Reserve placement ..... July 1

Artwork received ..... Sept. 10

#### November (digital)

Reserve placement ..... July 1

Artwork received ..... Nov. 10

### Submission Guidelines

Submit electronically to:

Amanda Manville, Communications Director  
[manville@kansassoybeans.org](mailto:manville@kansassoybeans.org)

Please send high-resolution, press-optimized PDF files. We also accept TIF or PNG files.

## **Full page advertisement**

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Cost

\$750

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Size

7.75 inches wide x 10.125 inches tall

**Quarter page  
advertisement**

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Cost  
\$335

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Size  
3.75 inches wide x 4.875 inches tall

**Half page vertical  
advertisement**

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Cost  
\$500

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Size  
3.75 inches wide x 10.125 inches tall

**Eighth page  
advertisement**

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Cost  
\$225

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Size  
1.75 inches wide x 4.875 inches tall

**Half page horizontal  
advertisement**

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Cost  
\$500

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Size  
7.75 inches wide x 4.875 inches tall

**Digital advertisements**

Complimentary with purchase of a print ad in the same six month timeframe.

Full page in two print editions:  
600 px wide by 100 px tall

Any other size in two print editions:  
600 px wide by 75 px tall

Full page in one print edition:  
600 px wide by 50 px tall

Any other size in one print edition:  
290 px wide by 50 px tall

**Note: File size must be under 5MB.**