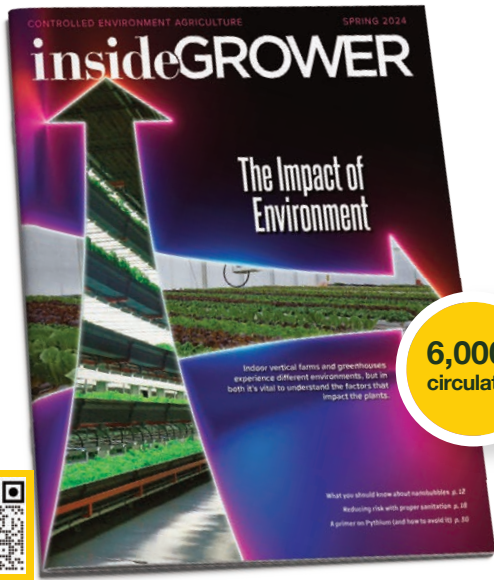


CONTROLLED ENVIRONMENT AGRICULTURE

insideGROWER

MAGAZINE | E-NEWSLETTER | WEBSITE

2024
MEDIA
PLANNING
GUIDE



Magazine

Managing Editor: Jennifer Polanz

4x per year

Inside Grower magazine focuses on controlled environment agriculture (CEA), which is the growing of plants such as vegetables, microgreens, herbs and cannabis inside controlled environment structures such as greenhouses, vertical farms and growth chambers, as well as related CEA products.



Print Advertising Rate:

1/2 page–horizontal	\$1,800	Full page	\$2,950
1/2 page spread	\$3,240	2 page spread	\$4,800

E-newsletter

Editor-at-Large: Dr. Sean Campbell

35% open rate

2 emails sent/mo.

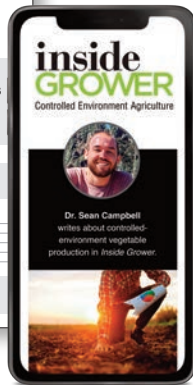
29,000+ recipients/send

20,600+ ad views



Monthly Advertising Rate:

Header Banner [730 x 120]	\$2,100	Footer Banner [555 x 100]	\$1,150
TOC Banner [360 x 180]	\$1,660	Side Banner [120 x 240]	\$900
Content Banner [560 x 75]	\$1,255		



inside-grower.com

Monthly Advertising Rate:

Take Over Banner [640 x 480] <i>Opening ad to the website, then reduces in size and stays on the page.</i> \$1,800	Header Banner [970 x 120] <i>Falls below the monthly cover image on the opening page and is run of site.</i> <i>Artwork required [300 x 250].</i> \$1,600
Fly-In Banner [300 x 250] <i>When scrolling down, the ad appears at "Features" on the home page and on every page with articles including cover story for the month. Stays on the page until it's closed and is run of site.</i> \$1,600	Article Banner [120 x 240] <i>Appear on every page with articles including cover story for the month.</i> \$800
	Block Banner [300 x 250] <i>Run of site.</i> \$900







* Publisher's own data.

INSIDE GROWER EDITORIAL CALENDAR

<p>THE GROWING ENVIRONMENT ISSUE</p> <p>Ad Close: 12-21-23 Material Due: 1-5-24 Bonus Distribution: Indoor Ag-Con</p> <p>SPRING ISSUE (February)</p>	<p>THE EQUIPMENT, TECHNOLOGY & LIGHTING ISSUE</p> <p>Ad Close: 3-1-24 Material Due: 4-5-24</p> <p>SUMMER ISSUE (May)</p>	<p>THE VARIETY ISSUE</p> <p>Ad Close: 5-24-24 Material Due: 7-8-24</p> <p>AUTUMN ISSUE (August)</p>	<p>THE SUBSTRATES ISSUE</p> <p>Ad Close: 8-29-24 Material Due: 10-7-24</p> <p>WINTER ISSUE (November)</p>
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INSIDE GROWER DIGITAL AND PRINT OPPORTUNITIES

<p>Digital Edition Email Blast (Exclusive)</p> <p><i>Deliver your brand to our subscribers at the beginning of each month, as the exclusive sponsor of our Digital Edition email.</i></p> <p>HEADER BANNER [800 x 120]</p> <p>COST \$3,000</p>	<p>Professional Videos</p> <p>Production/Hosting</p> <p><i>Our professional full-time videographer creates your video masterpiece. Finished files provided for your own use.</i></p> <p>COST \$2,000+</p>
<p>Sponsored Article</p> <p>Sponsored/Custom</p>  <p><i>Sponsor our 2-page article spread to showcase your brand image.</i></p> <ul style="list-style-type: none"> Prominent logo display. Ball Publishing editorial and creative expertise (we do all the work). Professionally designed PDF for own use. Website and Digital Edition inclusion of article. <p>COST \$3,500</p>	<p>YouTube</p>  <p>GrowerTalks Channel</p> <ul style="list-style-type: none"> More than 2,000,000 views. GrowerTalks YouTube hosting with more than 6,900 subscribers. Ball Publishing has produced more than 900 videos since May 2007.
<p>Tech On Demand Podcasts</p> <p>Production/Hosting</p>  <p><i>Sponsor existing podcasts or we can help create custom content based on your objectives.</i></p> <ul style="list-style-type: none"> We have more than 20,000 downloads and 100+ episodes. Multi-channel promotions including print, e-news, website, and more. Available on iTunes, Spotify, Audacy, TuneIn, Stitcher, Google Podcasts and on our websites. <p>COST \$5,000</p>	<p>Live Webinars</p> <p>Sponsored/Custom</p>  <p><i>Your promotions include:</i></p> <ul style="list-style-type: none"> Print and digital advertising, editorial mentions and direct emails. Up to 500 registrants. 45 to 60 minutes. Feature your expert or sponsor existing content. Ball Publishing editorial team moderator. <p>COST \$6,000</p>

Interested in Advertising?

inside**GROWER**

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)

Savings Bundles

Make the most of your marketing dollars with one of these conveniently bundled multi-platform marketing opportunities.

1

Print: 4x – 1/2 Page

Online: 1 Month Banner

E-news: 2 Months Side Banner

Bonus: 1 Product Feature

12 Months of Sales Leads

\$6,500

2

Print: 2x – 1/2 Page, 2x – Full Page

Online: 2 Months Banner

E-news: 4 Months Side Banner

Bonus: 1 Product Feature

12 Months of Sales Leads

\$9,000

3

Print: 4x – Full Page

Online: 3 Months Banner

E-news: 4 Months Content Banner

Bonus: 1 Product Feature

Direct Mail List: 1x Usage

12 Months of Sales Leads

\$11,600



NORTH AMERICA–WEST
PAUL BLACK

1.630.588.3301
pblack@ballpublishing.com



NORTH AMERICA–EAST
KIM R.L. BROWN

1.630.588.3433
kbrown@ballpublishing.com

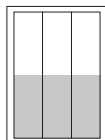


SALES COORDINATOR
ADRIANA HEIKKILA

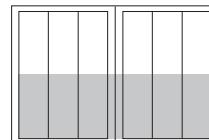
1.630.588.3106
aheikkila@ballpublishing.com

ADVERTISING CLOSE		MATERIAL DUE
Inside Grower		Print & Digital
Spring (February)	12-21-23	1-5-24
Summer (May)	3-1-24	4-5-24
Autumn (August)	5-24-24	7-8-24
Winter (November)	8-29-24	10-7-24

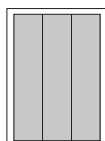
Material & Design Specifications



1/2 Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



1/2 Page Spread
Live Area: 16.5 in. x 4.625 in.
Bleed: 18.25 in. x 5.5 in.



Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



2 Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.

EMAIL ALL PRINT ADVERTISING MATERIALS (with exception of inserts*) to:

Kathy Wootton—Production Manager

ph 1.630.588.3352 | email kwootton@ballpublishing.com

FTP upload available. Please call for instructions to verify your upload with Kathy.

Preferred medium for advertiser-supplied printed ad materials is high-resolution (minimum resolution 300 dpi), press-ready PDFs.

EMAIL ALL DIGITAL ADVERTISING MATERIALS to:

Denielle Noe—Publishing Assistant

ph 1.630.588.3233 | email dnoe@ballpublishing.com

Exact dimensions (pixels); jpg or gif; file size ≤100kb; URL is requested for each ad. Animation allowed. Flash not accepted for e-newsletters.



*For additional print and digital instructions visit: ballpublishing.com/IGproductionguidelines