

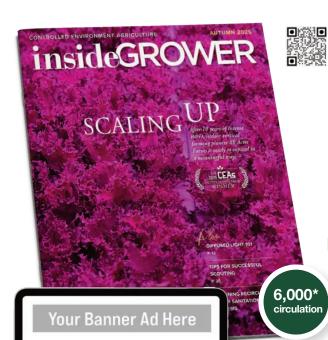
Editorial Calendar

SPRING ISSUE (February) Structures & Greenhouse Climate

SUMMER ISSUE (May) Technology, Lighting & Efficiency

AUTUMN ISSUE (August) Plant Health & Pest Controls

WINTER ISSUE (November) Growing Media, Nutrition & Irrigation



Magazine

Managing Editor: Jennifer Polanz

Inside Grower magazine provides research and data, growing tips, trend information, grower profiles, industry news, analysis, new product coverage and more for the controlled environment agriculture (CEA) industry. Crops covered include leafy greens, herbs, tomatoes, peppers, cucumbers, strawberries, mushrooms and more for greenhouse, vertical farm and other indoor production methods.

> Spring Issue (February) Structures & Greenhouse Climate Summer Issue (May) Technology, Lighting & Efficiency Autumn Issue (August) Plant Health & Pest Controls Winter Issue (November) Growing Media, Nutrition & Irrigation

Print Advertising Rate:

1/2-Page (horizontal) \$1,900 1/2-Page Spread \$3,400 Full Page \$3,100 2-Page Spread \$5,100

Advertorial

DIGITAL EDITION E-BLAST

Large [800 x 120] exclusive header banner ad in our quarterly newsletter announcing the arrival of our digital edition.

32,000+ emails-30% open rate.

Cost: \$3,000

SPONSORED ARTICLE

inside**GROWER**

Your

Digital Edition is Now

- 2-page article spread—article will display company logo.
- 1,000-1,200 words with 2-4 photos.
- Article is written by your experts with content focused on industry trends, research data or product case studies.
- Ball Publishing provides editing, space, design and layout.
- PDF of article will be provided for expanded use.
- Article featured on www.inside-grower.com and in digital edition.

Cost: \$3,500 | Add an audio file \$1,500

PRODUCT FEATURE PACKAGE

Promote your product through print and digital.

2-page spread-full-page advertorial + full-page advertisement.

2 months of side banner ads in our Inside Grower e-newsletter. 1 product feature in "Trending Now" section with optional QR code. Cost: \$4.900

\$9,000

Discounted Packages

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

PACKAGE #2

PACKAGE #1 \$6,500 Print: 4x-1/2 Page Website: 1 Month Article Banner E-news: 2 Months Side Banner Bonus: 1 Product Feature 12 Months of Sales Leads

Print: 2x-1/2 Page, 2x-Full Page Website: 2 Months Article Banner E-news: 4 Months Side Banner Bonus: 1 Product Feature 12 Months of Sales Leads

PACKAGE #3 \$11,600 Print: 4x-Full Page Website: 3 Months Block Banner E-news: 4 Months Content Banner Bonus: 1 Product Feature Direct Mail List: 1x Usage 12 Months of Sales Leads



E-newsletter

Editor-at-Large: Dr. Jake Holley 2 emails sent per month

Dr. Jake Holley writes about news and advancements in indoor agriculture production with the Inside Grower e-newsletter, keeping you informed about the latest in CEA crops, new research and events, industry shifts, new products, and more.

34% open rate | 31,000+ recipients/send | 21,000+ ad views

Monthly Advertising Rate:

Header Banner [730 x 120] \$2,520

TOC Banner [360 x 180] \$1,995

Content Banner [560 x 75] \$1,415

Footer Banner [555 x 100] \$1,285

Side Banner [120 x 240] \$1,050





TECH ON DEMAND PODCASTS

- Sponsor an existing podcast, or work with our team for a more product-specific message.
- 37,000+ downloads-190 episodes to date.
- Your podcast promoted via print, e-news, website and social media channels, including more than 6,200 members of the Greenhouse Tech Team's Facebook group.

Cost: \$5,500 | Add a video for \$1,000

CUSTOM VIDEO SOLUTIONS

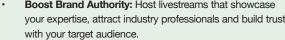
Videos can generate up to 300% higher engagement compared to static content.

- Simple Process: We understand the CEA industry and will guide you through the entire process.
- Improve Lead Generation: Attract potential customers with compelling video driving engagement and inquiries.
- Maximize Trade Show Exposure: Consider a video at events like Cultivate or a "Trending Now" product video with QR code.

Cost: \$2.000+



LIVESTREAMS



- Generate Quality Leads: Engage with potential customers, capture valuable contact information and build relationships by addressing customer pain points.
- Cost-Effective Marketing: Reach a global audience efficiently while offering sales content you can repurpose.

Cost: \$6,500



inside-grower.com

Monthly Advertising Rate:

Take-Over Banner [640 x 480] Opening ad to the website, then reduces in size and stays on the page. \$1,800

Fly-In Banner [300 x 250]

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. \$1,600

Header Banner [970 x 120]

Falls below the monthly cover image on the opening page and is run of site. Additional artwork required [300 x 250].

\$1,600

Article Banner [120 x 240] Appears on every page with articles, including cover story for the month. \$800

Block Banner [300 x 250] Run of site. \$900



Production Dates

PRINT

FEBRUARY SPRING ISSUE

Structures & Greenhouse Climate

Ad Close: 12-18-25

Sponsored Article Due: 12-2-25

Print Material Due: 1-7-26

Bonus Distribution: Indoor Ag-Con

MAY SUMMER ISSUE

Technology, Lighting & Efficiency

Ad Close: 3-20-26

Sponsored Article Due: 2-27-26

Print Material Due: 3-30-26

Bonus Distribution: Cultivate'26

AUGUST AUTUMN ISSUE

Plant Health & Pest Controls

Ad Close: 6-19-26

Sponsored Article Due: 5-29-26

Print Material Due: 6-29-26

Bonus Distribution: CEA Summit East

NOVEMBER WINTER ISSUE

Growing Media, Nutrition & Irrigation

Ad Close: 9-18-26

Sponsored Article Due: 8-28-26

Print Material Due: 9-28-26

DIGITAL

Material Due Dates

JANUARY	Due: 12-5-25
FEBRUARY	Due: 1-8-26
MARCH	Due: 2-5-26
APRIL	Due: 3-5-26
MAY	Due: 4-6-26
JUNE	Due: 5-5-26
JULY	Due: 6-5-26
AUGUST	Due: 7-6-26
SEPTEMBER	Due: 8-5-26
OCTOBER	Due: 9-8-26
NOVEMBER	Due: 10-5-26
DECEMBER	Due: 11-5-26

Interested in Advertising?

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)



PAUL BLACK
1.630.588.3301
pblack@ballpublishing.com

NORTH AMERICA-WEST



KIM R.L. BROWN

1.630.588.3433

kbrown@ballpublishing.com

NORTH AMERICA-EAST

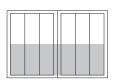


SALES COORDINATOR
ADRIANA HEIKKILA
1.630.588.3106
aheikkila@ballpublishing.com

Material & Design Specifications



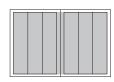
1/2-Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



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 to:

Jackie Batson-Production Specialist

ph 1.630.277.9823 | email jbatson@ballpublishing.com

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

SHIP ALL INSERTS PREPAID to:

Schumann Printers, Inc., Attn: Insert Warehouse Building #2,

200 Swarthout Road, Fall River, WI 53932



For additional print and digital instructions, visit: