

# MICHIGAN Soybean NEWS

## Advertising Rates and Specifications - 2024



The *Michigan Soybean News* is published quarterly by the Michigan Soybean Association (MSA). The goal of the *Michigan Soybean News* is to provide the most innovative and up-to-date soybean information to Michigan soybean farmers to help them improve their management and profitability opportunities.

### Printing Material Specifications

All material must arrive “camera ready”.

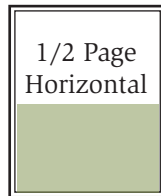
We accept the following digital file formats:

- Adobe Acrobat High Resolution PDF (Press Quality or High Quality Print)
- Adobe Photoshop, Illustrator or InDesign files
- tif or jpg files, no less than 300 dpi

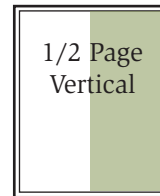
Please email files to [slapak@michigansoybean.org](mailto:slapak@michigansoybean.org).

### Ad Size Specifications by Inches

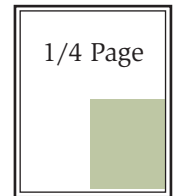
Trim Size 8-in. W x 10.75-in. H  
Bleed 0.25-in., Safety Zone 0.25-in.



1/2 Page Horizontal  
7-in. W x 5-in. H



1/2 Page Vertical  
3.5-in. W x 10-in. H



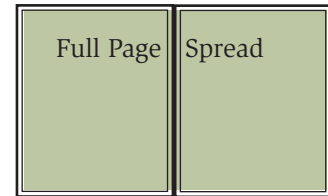
1/4 Page  
3.5-in. W x 5-in. H

### Publication Schedule 2023-2024

Issue	Articles & Orders Due	Ads Due	Mail Date
Winter	10/19/2023	10/24/2023	11/23/2023
Spring	2/5/2024	2/12/2024	3/12/2024
Summer	4/17/2024	4/24/2024	5/23/2024
Fall	7/25/2024	8/2/2024	8/30/2024



Full Page  
Non-Bleed:  
7.5-in. W x 10.25-in. H  
Bleed 4 Sides:  
8-in. W x 10.75-in. H



Full Page Spread  
Non-Bleed:  
15-in. W x 10-in. H  
Bleed Spread:  
16.5-in. W x 11.25-in. H

### Contact Information

Michigan Soybean Association  
3055 W M-21  
St. Johns, MI 48879  
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Editor  
Sonja Lapak, Communication Director  
[slapak@michigansoybean.org](mailto:slapak@michigansoybean.org)

Circulation = 18,500+

### Editorial Content

Each issue will typically cover soybean topics including management practices, activity reports, agronomics, leadership opportunities, new uses, political issues and more.

### Advertising Rates

Outside Back Cover	\$ 2,800
Inside Front Cover	\$ 2,600
Full Page	\$ 1,600
1/2 page	\$ 1,000
1/4 page	\$ 800

### Publisher's Statement

- All contents are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time, including that which has been published previously.
- Space orders are due on or before the advertising date and may not be canceled by the advertiser after that date.

- 2% discount for 2 consecutive issues
- 3% discount for 4 consecutive issues
- 15% discount for agency camera ready artwork
- Premium positions and other advertising options may be available upon request.