

RATES EFFECTIVE JANUARY 1, 2022

Soil & Mulch Producer *NEWS*

Serving Soil, Mulch, Compost & Wood Pellet Producers

2022 MEDIA KIT



Soil & Mulch Producer News is a bimonthly journal, with circulation to **5,000 industry businesses** located throughout North America. Our readership includes soil, mulch & compost producers & resellers, pallet & wood recyclers and wood (pellet) producers.

Soil & Mulch Producer News is also distributed at numerous industry trade conferences, including the U.S. Composting Council Conference and the Mulch & Soil Council Annual Meeting.

For advertising information,
contact Rick Downing

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SIZE SPECIFICATIONS

<u>Size</u>	<u>WxD (Inches)</u>
Full Page	8 $\frac{3}{8}$ x 10 $\frac{7}{8}$
1/2 pg - Island	5 $\frac{7}{16}$ x 7 $\frac{1}{8}$
1/2 pg - Horizontal	8 $\frac{3}{8}$ x 5 $\frac{1}{8}$
1/2 pg - Vertical	4 $\frac{1}{16}$ x 10 $\frac{1}{2}$
1/3 pg - Square	5 $\frac{7}{16}$ x 5 $\frac{1}{8}$
1/3 pg - Vertical	2 $\frac{5}{8}$ x 10 $\frac{1}{2}$
1/4 pg - Vertical	4 $\frac{1}{16}$ x 5 $\frac{1}{8}$
1/6 pg - Vertical	2 $\frac{5}{8}$ x 5 $\frac{1}{8}$
Showcase/Classified	2 $\frac{5}{8}$ x 1 $\frac{1}{4}$

ADVERTISING DEADLINES

<u>Issue</u>	<u>Space</u>	<u>Material</u>
Jan/Feb	Jan 7, 2022	Jan 14, 2022
Mar/Apr	Mar 4, 2022	Mar 11, 2022
May/Jun	May 6, 2022	May 13, 2022
Jul/Aug	Jul 8, 2022	Jul 15, 2022
Sep/Oct	Sep 9, 2022	Sep 16, 2022
Nov/Dec	Nov 4, 2022	Nov 11, 2022

ADVERTISING RATE SCHEDULE

Frequency Discounts: Available to 6X Advertisers

(15% commissionable to recognized advertising agencies excluding classified ads)

	<u>B&W Rates</u>		<u>4-Color Rates</u>	
	<u>1x</u>	<u>6x</u>	<u>1x</u>	<u>6x</u>
Full-page	\$1395	\$1295	\$1990	\$1890
1/2 pg - ls.	\$975	\$875	\$1570	\$1470
1/2 pg - Std.	\$825	\$725	\$1420	\$1320
1/3 pg	\$675	\$625	\$1175	\$1125
1/4 pg	\$595	\$545	\$945	\$895
1/6 pg	\$495	\$445	\$795	\$745
Showcase*	\$95	\$75	\$170	\$150

* Showcase ad rate is based on column inch sizing (2.5w x 1.25 d)
Maximum ad size is four column inches.



Inserts: Product brochure inserts are billed at a cost of 32 cents per insert, plus \$25 per thousand to cover the cost of inserting brochures. See next page for full details.

CIRCULATION PROFILE

WHO READS S&MP NEWS?

- Mulch, Topsoil & Compost Producers & Resellers,
as well as Pallet and Wood Waste Recyclers **4,752**
 - Wood (Fuel) Pellet Producers **360**
-
- Total Circulation 5,112**

SPECIAL EDITIONS & TRADE SHOW ISSUES

(Bonus Distribution To All Shows)

Jan/Feb

Annual Product & Equipment
Buyers Guide Issue

Mar/Apr

Waste Expo Conference 2022
May 9-12, 2022
Las Vegas, NV

Packaging & Palletizing Equipment/
Technology Focus

May/Jun

Wood Grinder Equipment/Technology
Focus

Jul/Aug

Composting Council of Canada
32nd Annual Conference
September 2022

Mulch & Soil Council Annual Meeting
October 4-6, 2022
Charlotte, NC

Sep/Oct

Screening Equipment/Technology
Focus

Nov/Dec

US Composting Council
Compost 2023
January 2023

INSERT (BROCHURE) ADVERTISING

***Piggyback your direct mail
program with us and SAVE
on postage and handling!***

Insert Requirements:

- Inserts are supplied by advertiser
- Insert quantity is 5,000 pieces
- Insert size must not exceed 8" x 10.5"
- Inserts must be single-page
(single or double-sided print)
- Insert paper must not exceed
70lb. standard weight paperstock



GUIDELINES FOR ELECTRONIC FILE TRANSMISSIONS

- **High quality print .pdf file preferred with URL link active.** Be sure that black and white ads are Grayscale and color ads are CMYK.
- Other file formats accepted: .eps, .tif, or .jpg - must be at least 300 dpi.
- RGB colors may produce unexpected colors. Black type should be 100% black only to avoid registration issues.
- Spot colors should be converted to a CMYK mix.
- Emails must include ad size and issue date. Please include a contact name and phone number should questions or difficulties arise.
- Emails over 15 MB cannot be accepted. Files larger than 15 MB may be uploaded to our ftp site. Call for upload instructions.
- Art/photos must be in .tif, .eps, or .jpg formats only. All art/photos should be scanned at a minimum of 300 dpi.

**Send all electronic ad files to:
downassoc2@oh.rr.com.**

Soil & Mulch Producer News is not responsible for errors or omissions in files/disks provided.
ADS WILL BE RUN AS PROVIDED, see guidelines above for ad requirements.
We are not responsible for the production quality of ads which do not meet the above specifications.
All ads will be reproduced to the best of our ability.

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