

USA Rice's

WHOLE GRAIN

2017 Advertising Media Kit



USA Rice's
WHOLE GRAIN
VOL. 1, NO. 4 | FALL 2015

25th ANNIVERSARY
NATIONAL RICE MONTH
SEPTEMBER

President George H.W. Bush signing the first National Rice Month proclamation.

CELEBRATING 25 YEARS OF NATIONAL RICE MONTH PAGE 6

also in this issue:

- DOMESTIC PROMOTION: MyPlate Partnership PAGE 9
- INTERNATIONAL PROMOTION: the Rollercoaster that is the Iraq Market PAGE 13
- RESEARCH: The ABCs of TRQs PAGE 14
- COLOMBIA MARKET CLOSE UP PAGE 12
- SCHOOL LUNCH MENUS PAGE 8


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JENNIFER JAMES LEADS THE WAY ON SUSTAINABILITY PAGE 8

also in this issue:

- INTERNATIONAL RICE LEADERSHIP: Lessons from Great Britain & Spain PAGE 22
- DOMESTIC PROMOTION: Retail Dietitians Valued Voice for Rice PAGE 26
- THERE SHE IS! AT OUTLOOK 2016 PAGE 28
- CORPORATE SUPPORT FOR SUSTAINABILITY PAGE 12

Logos for Kellogg's, Unilever, and Mars are visible on the cover.

A green combine harvester is shown in the middle ground, working in a vast field of golden rice. The foreground is filled with close-up details of the rice stalks, showing their texture and color. The sky above is a clear blue with some light, wispy clouds. The overall scene depicts a busy agricultural landscape during harvest time.

USA Rice's Whole Grain is an award-winning tabloid publication distributed to more than 25,000 rice growers and affiliated businesses in Arkansas, California, Louisiana, Mississippi, Missouri, and Texas as well as key policymakers and legislators in Washington D.C.



WHOLE GRAIN EDITORIAL CALENDAR

MARCH ISSUE

AD ARTWORK DUE:
FEBRUARY 15

JULY ISSUE

AD ARTWORK DUE:
JUNE 5

NOVEMBER ISSUE

AD ARTWORK DUE:
OCTOBER 6

Summer Special
Book a 1/2 page or larger in the July issue,
receive same size ad for 50% off in the November issue

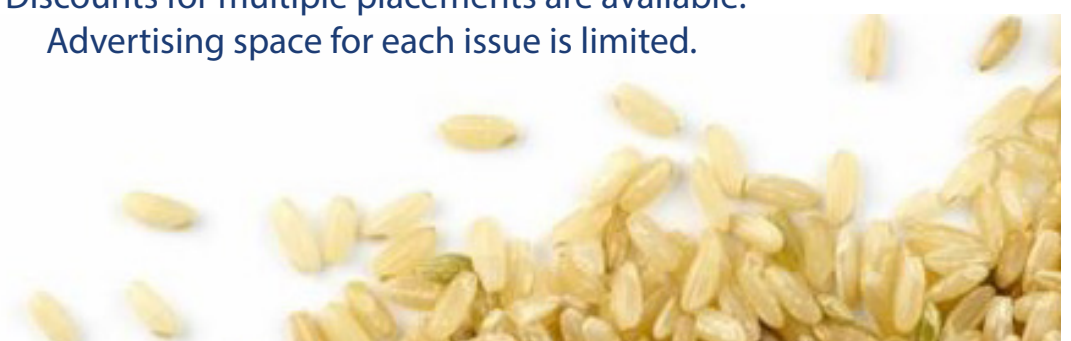
WHOLE GRAIN PRICING & SPECS

FULL PAGE (PREMIUM PLACEMENT):	\$1550	10.375 x 13
FULL PAGE:	\$900	10.375 x 13
1/2 PAGE (HORIZONTAL):	\$550	10.375 x 7
1/2 PAGE (VERTICAL):	\$550	4.925 x 13
1/3 PAGE (VERTICAL ONLY):	\$395	6.75 x 5.25

All art needs to be 300 dpi.

JPEG, PDF, TIFF or EPS

Discounts for multiple placements are available.
Advertising space for each issue is limited.



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