


USA Rice's

# WHOLE GRAIN

## 2017 Advertising Media Kit





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

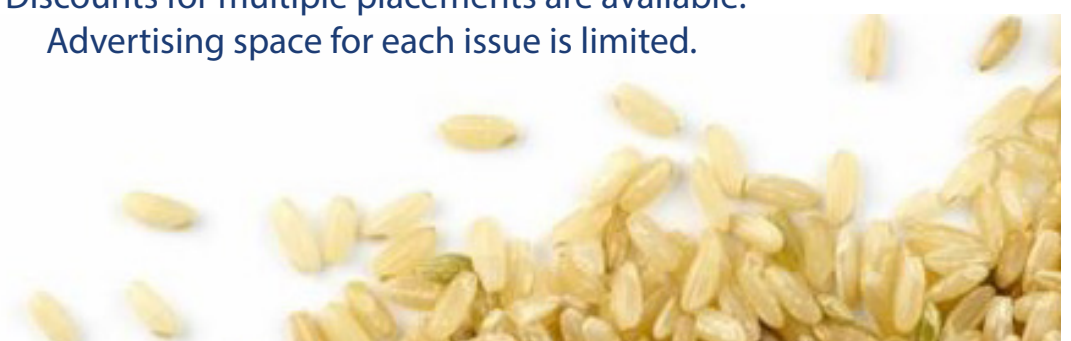
## WHOLE GRAIN PRICING & SPECS

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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**USA Rice**  
