



media kit

2022

inGRAINed

a digital publication of the



who we are

Cereals & Grains Association is a global, nonprofit association of nearly 2,000 scientists and food industry professionals working to advance the understanding and knowledge of cereal grain science and its product development applications through research, leadership, education, technical service, and advocacy.

Delivering the science behind 75% of the world's diet.

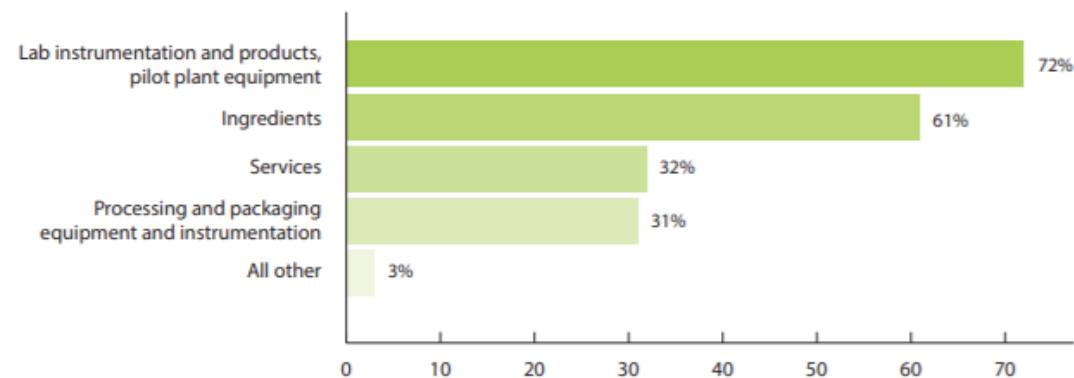
audience profile

Our audience includes food scientists, chemists, microbiologists, engineers, nutritionists, and those interested in the cereal grains and related industries, including those in product development, quality control, marketing, technical sales, and production management.

72% of our subscribers have purchasing power



here's what they do

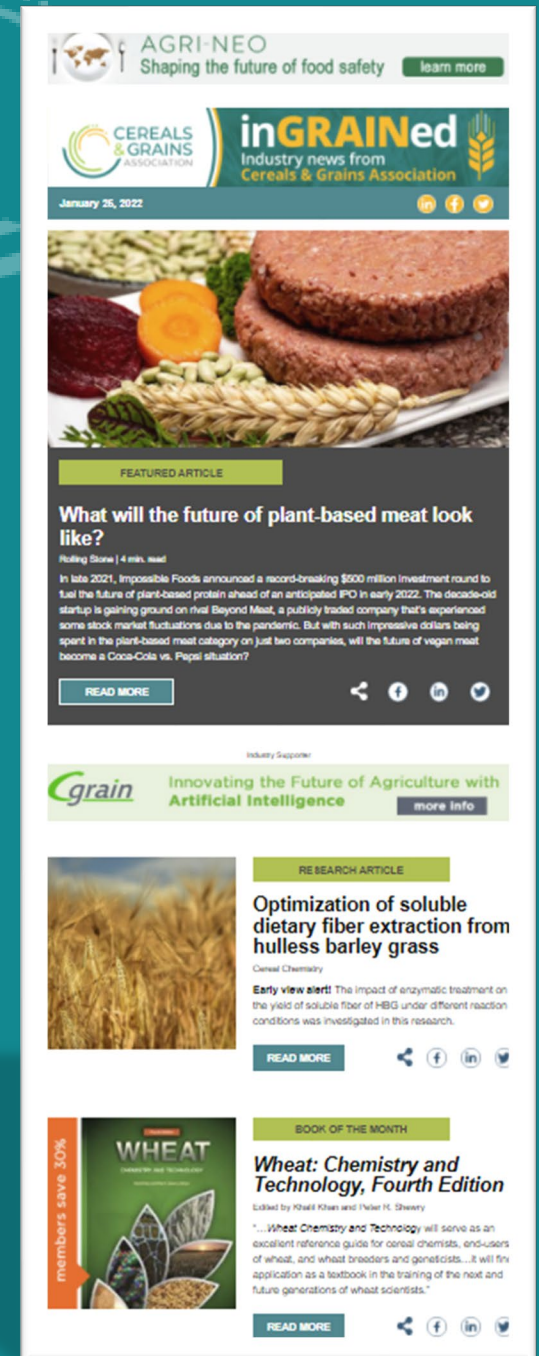


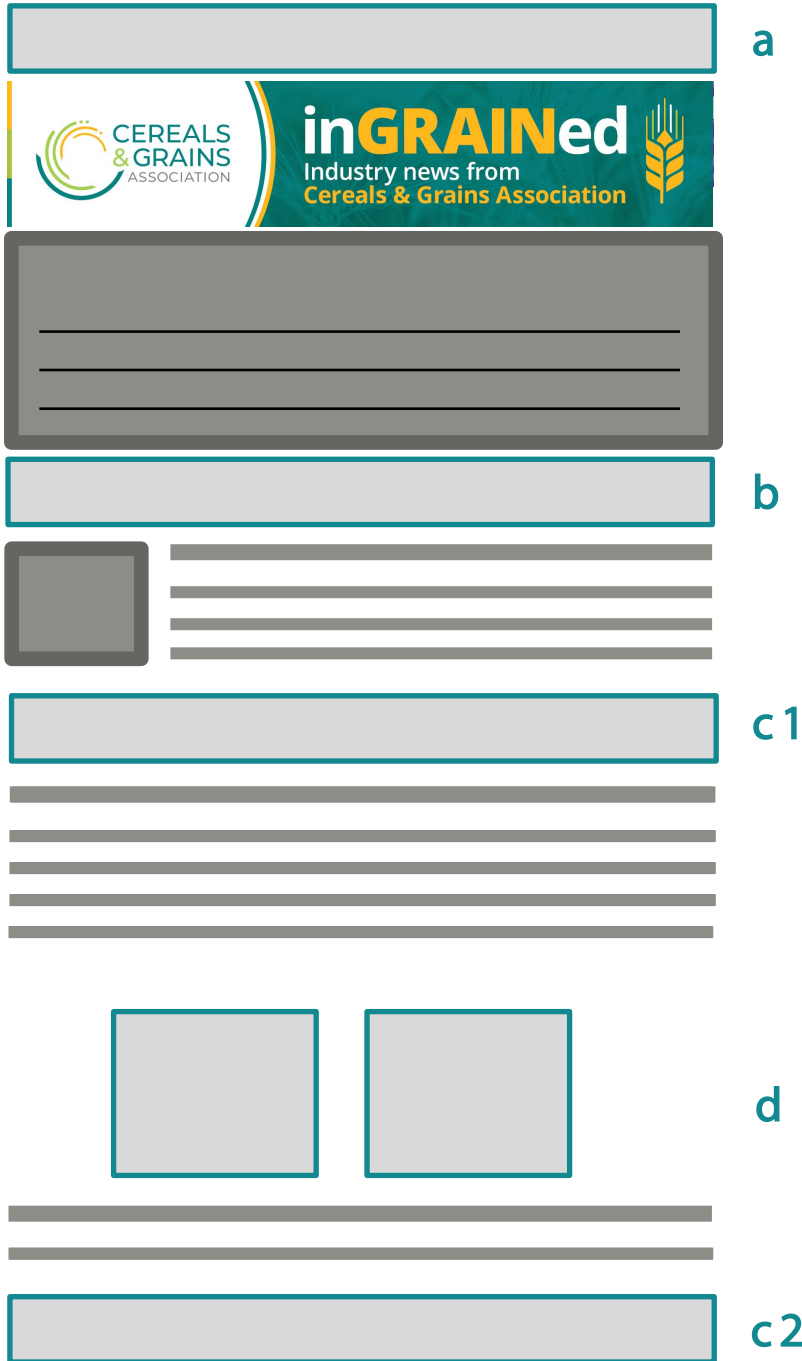
the pub

inGRAINed is the cereals and grains industry's most comprehensive industry news source. Customized to the individual subscribers' preferences, content focuses on global news affecting the cereal grain science industry. The end result is a highly-engaging publication sent to **2,500 subscribers** made up of product development, engineering, education, marketing and regulatory professionals throughout the industry.

inGRAINed is published every other Thursday as a benefit to Cereals & Grains Association members and other industry professionals.

cerealsgrains.org





a

b

c1

d

c2

units + specs + rates

Rates below are for **7 consecutive issues**

All images must be submitted as a JPEG, GIF or PNG and 72 dpi.
Animations are acceptable but should not exceed 5 seconds in length.

a: leaderboard | \$3500

Prominent banner placement positioned directly above the newsletter's masthead.

Image: 728 pixels x 90 pixels + 320 pixels X 225 pixels

b: top banner | \$3000

Banner placement positioned directly below the lead article.

Image: 728 pixels x 90 pixels + 320 pixels X 225 pixels

c: display banners | c1 \$2500 | c2-c3 \$2000

Banner placements integrated throughout the newsletter.

Image: 728 pixels x 90 pixels + 320 pixels X 225 pixels

d: showcase banners | \$1500

Showcase your company, product or service with this large-format display ad.

Image: + 336 pixels x 280 pixels



reserve

Contact us today to reserve space

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