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AMERICAN SOCIETY OF AGRICULTURAL AND BIOLOGICAL ENGINEERS

Resource Magazine:

Targeted Access to 8,000 International Agricultural and Biological Engineers.

The American Society of Agricultural and Biological Engineers (ASABE) members are found in more than 100 countries.

ASABE is recognized internationally for its technical leadership in all areas of biological, food and agricultural engineering, which include:

- Soil and water
- Food and bioprocesses
- Structures and environment for crops and animals
- Information and electrical technology
- Nursery and greenhouse operations
- Forestry
- Environment
- Power systems and machinery
- Energy
- Biological systems
- Aquaculture
- Farm safety

Similar products and services are used throughout these technical areas. Target your message to those who rely on what your business offers.

TARGET INDUSTRY DECISION MAKERS.

Market your products and services to the engineers responsible for making purchasing recommendations for their organizations.

Our magazine, *Resource*, is distributed to every member of ASABE. Readers turn to the magazine for industry-related information and trends.

Advertising in *Resource* solidifies your support for ASABE and gives back to your industry.

MAXIMIZES EXPOSURE:

Special placement within the publication ensures high visibility and relevancy for your advertisement. Your message can be strategically placed for maximum impact.

ENHANCES VISIBILITY:

All advertisers receive a free custom listing in our *Index of Advertisers*. Your business will be listed under the category of your choice along with the page number of your ad.

EXPANDS READERSHIP:

A fully interactive digital edition of *Resource* is available on our Web site.

Contact: Donna M. Hull, Director, Publications

Phone: (269) 932-7026 Fax: (269) 429-3852 hull@asabe.org

Print Advertising Specs (Magazine – 8.375” x 10.875”)

Note: if you are interested in placing an ad about a job opening, go to this link <http://www.asabe.org/publications/resource-magazine/advertise-jobs.aspx> for rates and other details related to Professional Opportunities section.

The Publication

Resource is an 8.375" x 10.875" saddle-stitched, full-color magazine published six times per year.

2012 Issues	Space Reservation	Ad Due	Mail Date
Jan/Feb	15-Dec	16-Dec	16-Jan
March/April	26-Jan	2-Feb	2-Mar
May/June	2-Apr	5-Apr	4-May
July/Aug	1-June	4-June	6-July
Sept/Oct	30-July	3-Aug	6-Sept
Nov/Dec	27-Sept	4-Oct	5-Nov

Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.

Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
½ Hz.	7"	4.583"
½ Vt.	4.583"	7"
½ Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
¼ Hz.	4.583"	3.333"
¼ Vt.	3.333"	4.583"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK Mode, black and white artwork must be in either grayscale or bitmap mode. RGB Mode artwork is not accepted and if supplied will be converted to CMYK Mode which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Sending Ad Material

E-mail directly to Donna Hull at hull@asabe.org or, if large files, upload at www.yousendit.com using the same e-mail.

Net Advertising Rates

Full Color Rates

Issue	1-3x	8x
Full Page	\$ 1,500	\$ 1,275
2/3 Page	\$ 1,100	\$ 935
1/2 Island	\$ 900	\$ 765
1/2 Page	\$ 800	\$ 680
1/3 Page	\$ 650	\$ 550
1/4 Page	\$ 490	\$ 415

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American Society of Agricultural and Biological Engineers

www.asabe.org