

PIPELINE Media Guide 2021

THE OFFICIAL PUBLICATION OF THE FLORIDA IRRIGATION SOCIETY

The mission of the Florida Irrigation Society (FIS) is to be the recognized leader of Florida's irrigation industry by promoting the professional interest and business successes of its members through sound environmental stewardship, governmental advocacy, continuing education and professional certifications.

The **PIPELINE** Magazine, first published in 2003, is a valued resource and ongoing communication link that members keep and share. We invite any FIS member - irrigation contractor, irrigation designer, consultant, educator, equipment manufacturer, equipment distributor, municipality or student - to be a part of **PIPELINE**. For submission of articles for consideration or to place an advertisement, please contact us.

ISSUE DATES AND DEADLINES

SPRING 2021 - MARCH (Volume 18, Issue 1)
Materials due February 22, 2021

SUMMER 2021 - JUNE (Volume 18, Issue 2)
Materials due by May 22, 2021

FALL 2021 - SEPTEMBER (Volume 18, Issue 3)
Materials due by August 22, 2021

WINTER 2021 - DECEMBER (Volume 18, Issue 4)
Materials due by November 22, 2021



CONTACT US

Get Published and/or Advertising, contact Cheryl Harris at charris@fisstate.org.

Distribution of magazine is up to 1,000 in print and 2,000 electronic access to decision makers in the irrigation industry.

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DISPLAY AD RATES AND SPECS

	Size W X H	PIPELINE single issue	DISCOUNTED RATE (4 issues) (10%)
2-Page Spread (with bleed)	11.25" x 8.75"	\$1,600	\$5,760
2-Page Spread (no bleed)	10.5" x 6.5"	\$1,600	\$5,760
Inside Front Cover (with bleed)	5.625" x 8.75"	\$850	\$3,060
Inside Front Cover (with no bleed)	5" x 6.5"	\$850	\$3,060
Inside Back Cover (with bleed)	5.625" x 8.75"	\$850	\$3,060
Inside Back Cover (with no bleed)	5" x 6.5"	\$850	\$3,060
Full-Page (with bleed)	5.625" x 8.75"	\$700	\$2,520
Full-Page (with no bleed)	5" x 6.5"	\$700	\$2,520
Half-Page (horizontal)	5" x 3.25"	\$450	\$1,620
Half-Page (vertical)	2.5" x 6.5"	\$450	\$1,620
1/4 Page (horizontal)	5" x 1.625"	\$250	\$900
1/4 Page (vertical)	2.5" x 3.25"	\$250	\$900
Sixth Page	2.5" x 2"	\$125	\$450

- Bleed ads must have 1/8 inch bleed on all four sides. Keep live area within trim size.
- PIPELINE is a full-color publication. All advertising submissions must be in color.
- Guaranteed position rates are available at 10% above full page color rate.

ADVERTISING REQUIREMENTS

- Preferable file formats are EPS, TIFF, high resolution (minimum 300 dpi) JPEG, or press-optimized PDF.
- All advertisements must be provided on a CD or emailed in high resolution format. Advertising materials will be kept by the Florida Irrigation Society for one year from last date published.
- **PIPELINE** magazine goes directly to plate from disk, therefore, we do not accept film. There is no extra charge for bleed-formatted submissions.
- A 10% discount is given for annual insertion orders (4x).