



# Media Kit 2022-2023

Your Connection to the Grain Handling Community

[www.geaps.com](http://www.geaps.com)





# Meet Your Customers Through GEAPS

At GEAPS, our mission is to advance industry knowledge and information sharing through a network of global agriculture professionals and our vision is to be the knowledge resource for the grain handling and processing industry.

What does that mean to you? It means we provide an incredibly efficient route to your future customers.

GEAPS is growing—both in numbers and geographical terms. In the last year we saw a 20 percent increase in members. Our members hail from 15 countries around the globe!

When you advertise with GEAPS, your product is in front of a large audience of vibrant, dynamic and committed grain industry professionals. These are decision makers, leaders and professionals. Like you, our members are highly engaged professionals who care about quality, service and meeting customer needs.

This year, we are bringing members a new website, a revitalized In-Grain newsletter, updated emails, Whole Grain, GEAPS' new podcast and first-class events GEAPS is known for, such as GEAPS Leadership Conference and GEAPS Exchange, the biggest and best show in the grain industry!

We invite you to get to know our members by having a regular presence at our events, take advantage of our multi-channel advertising opportunities and connect with your future customers where they're at.

GEAPS' sponsorship and advertising program is the best way to reinforce your brand and make lasting connections throughout the year. Let's work together to make the most of your advertising dollars! I'd love to hear from you; let's talk about your goals.



Steve Records  
Executive Director  
Grain Elevator And Processing Society (GEAPS)  
[steve@geaps.com](mailto:steve@geaps.com)





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# **GEAPS**

## **Audience and Reach**





# The GEAPS Network

The Grain Elevator and Processing Society connects you with the world's largest, most engaged network of grain handling and processing professionals.

GEAPS works with you to build a program that reaches your target audience. We go beyond the numbers to ensure you're making quality connections - the kind that lead to long-term success.

GEAPS gives you access to two distinct groups:



## Professionals

Experienced decision-makers who run facilities around the world. They want to understand what's coming next in the industry.



## Operators

Facility operators who want to understand how to safely and more effectively do their job.

## Global Reach

46+ thousand

unique users per year on [geaps.com](https://geaps.com)

## Member Reach

3,000

individual GEAPS members

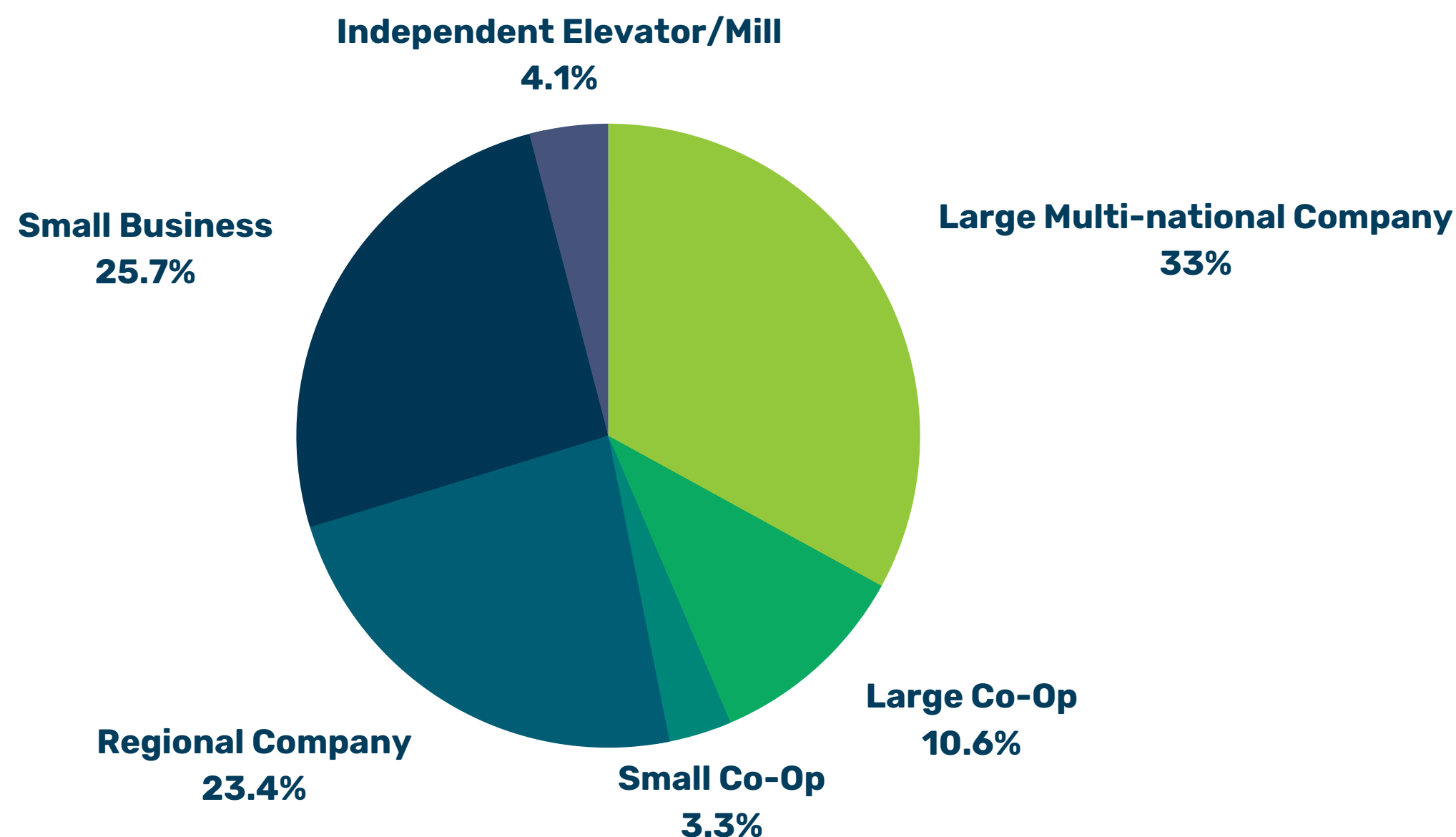




# Audience Demographics

GEAPS helps you reach grain industry influencers and decision-makers.

## Company Types



## Top Five Needs of Our Audience

Grain professionals come to GEAPS to:

- 1 Expand their professional network
- 2 Build their technical skills
- 3 Improve the way their business operates
- 4 Build their leadership skills
- 5 Progress or advance their career





# Social and Web Reach

Growing your visibility online is easy with the active and engaged GEAPS audience. This is expected to grow as we have made significant investments on improving how our website works for our members and the industry.

## Web Metrics

Yearly Page Views

**196+ thousand**

Yearly Site Sessions

**73+ thousand**

## Social Media Network



**2,200+ Likes**

**10,500+ reach/month!**



**1,800+**



**5,000+**

## Email Subscribers

**30+ thousand**



Reach our email audience with email advertising!

**Details on page 17.**





# **GEAPS**

## **Partner Program**





# GEAPS Partner Program

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With the GEAPS Partner Program, you'll benefit from top-level exposure to our influential audience all year long.

This exclusive opportunity puts your brand front and center with grain professionals for a full 12 months. Enjoy the following benefits, available only to the GEAPS Partner Program:

## PREMIER PARTNER

**\$30,000**

- Exchange:
  - 10X10 booth at Exchange credit
  - Three additional booth worker passes
  - Four tickets to Get Acquainted Party
  - Selection of booth before priority list
  - Welcome Reception Bar next to or in booth dependent on space and power accessibility
  - Platinum sponsorship at Exchange and Leadership conferences
- One Whole Grain podcast episode and 2 podcast commercials
- Two pieces of GEAPS-written editorial sponsored content
- Four social posts acknowledging partnership
- Two month GEAPS.com banner ad
- In-Grain cover wrap
- Member Directory and Buyers' Guide full page, 4-color ad with 6 buyers' guide listings (in print and online)
- Email sponsorship

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**Questions? Contact:**  
**[sales@geaps.com](mailto:sales@geaps.com)**

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# GEAPS Partner Program

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## KEY PARTNER

- Exchange:
  - 10X10 booth at Exchange credit
  - Two additional booth worker passes
  - Three tickets to Get Acquainted Party
  - First booth selection in your priority list group
  - Gold sponsorship at Exchange and Leadership conferences
- One Whole Grain podcast episode and 1 podcast commercial
- Two pieces of GEAPS-written editorial sponsored content
- Two social posts acknowledging partnership
- One month GEAPS.com banner ad
- Member Directory and Buyers' Guide full page, 4-color ad with 6 buyers' guide listings (in print and online)
- Email sponsorship

**\$20,000**

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**Questions? Contact:**  
**[sales@geaps.com](mailto:sales@geaps.com)**

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## SELECT PARTNER

- Exchange:
  - 10X10 booth at Exchange credit
  - One additional booth worker passes
  - Two tickets to Get Acquainted Party
  - First booth selection in your priority list group
  - Silver sponsorship at Exchange and Leadership conferences
- One Whole Grain podcast commercial
- Two pieces of GEAPS-written editorial sponsored content
- Member Directory and Buyers' Guide full page, 4-color ad with 6 buyers' guide listings (in print and online)
- Email sponsorship

**\$10,000**



# Advertising





# Homepage & Sidebar Ads

The GEAPS website, GEAPS.com, is a go-to source for grain professionals. With nearly 10,000 site visitors per month, your ad will get exposure - and clicks! We have made significant investments on improving how our website works for our members and the industry.

Our monthly ad program will keep you front-and-center on the GEAPS homepage.

- Homepage Ad - Desktop Specs:
  - "Leaderboard" ad (728x90px)
- Homepage Ad - Mobile Specs
  - "Medium Rectangle" ad (300x250px)

**\$1,500**

- Sidebar Ad, available for most pages
  - Desktop and Mobile - "Medium Rectangle" ad (300x250px)

**\$750**

*\*Each Ad will be up for a month of exposure. Additional months can be purchased.*



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.

## Homepage Ad



## Sidebar Ad



# Whole Grain Podcast, Presented By GEAPS

Grain Elevator and Processing Society, or GEAPS, is an international professional association that supports its members and industry by serving as THE KNOWLEDGE RESOURCE FOR THE GRAIN HANDLING AND PROCESSING INDUSTRY. Thanks for being part of the greater GEAPS podcast community as we continue to move the industry forward by supporting you with best practices, a culture of safety, innovative products and services, industry outlooks and educational opportunities. We look forward discussing workforce development challenges, developing your leadership and strategic thinking skills, providing a unique global industry perspective, and expanding your industry network.



## **15 Second Ad: 30-to-40-word count**

A 15-second podcast commercial allows the advertiser to provide basic information about the business, such as the name of the business, its products or services, and contact details. This type of commercial is effective if the audience is already aware of the existence of the business, and they have probably even tried its products or services.

## **30 Second Ad: 75-to-85-word count**

If the advertiser wants to include some sales flair in the commercial, the 30-second commercial is a good option. With 30 seconds, commercial scripts can be written in a more creative manner. They can be presented as monologues or conversations and can include more details about the businesses they are promoting, such as: experience, the benefits of its products and unique selling points.

## **60 Second Podcast Ad: 150-to-170-word count**

Podcast ads that are 60 seconds long offer enough time to do a complete sales pitch. This type of commercial is the preferred method for promoting a new product or service. The advertiser can make the commercial more compelling by introducing an engaging headline, identifying a problem and providing a solution.



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.





# Whole Grain Podcast, Presented By GEAPS

## Commercial Pricing

Ad Length	1 Time Ad - Base	2 Episodes - 20% Off	3 Episodes - 30% Off	4 Episodes - 40% Off
15 Second	\$450	\$720	\$945	\$1,080
30 Second	\$720	\$1,152	\$1,512	\$1,728
60 Second	\$910	\$1,456	\$1,911	\$2,184



## Want to be featured as an industry thought leader?

GEAPS is fortunate to have some of the most innovative organizations as associate members who really work hard to support the grain elevator and processing industry. Your organization can be showcased as a thought leader in the industry and broadcasted throughout the world. Not only will your show be accessed via the new GEAPS website, but it will also be accessed by your target audience through some of the most popular podcast directories such as Apple Podcast. A representative or two of your team can be the featured guest(s) of an entire Whole Grain podcast episode. Take advantage of growing your customer base through this easy to access GEAPS channel. Build your brand, support your products and services, speak on best practices, and share with the world your client stories, testimonials, and more!

**\$3,650**



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.



# In-Grain Bimonthly Newsletter

Published six times annually, In-Grain is a GEAPS member benefit. In-Grain is meant to celebrate the nearly 3,000 GEAPS members while providing them with news they need. The pages are filled with feature stories on news relevant to our members in the grain industry, information on programs and services, member news and celebrations and opportunities.

### WRAP AD SIZE

Wrap

### width x height

Outside of Wrap 16"x7.5" +1.25" bleed on all sides  
Inside of Wrap 11"x17" +1.25" bleed on all sides

### DISPLAY AD SIZES

Horizontal ½-page  
Vertical ½-page  
Back Cover

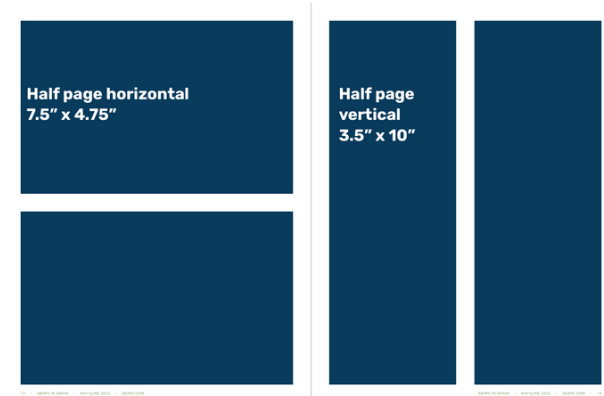
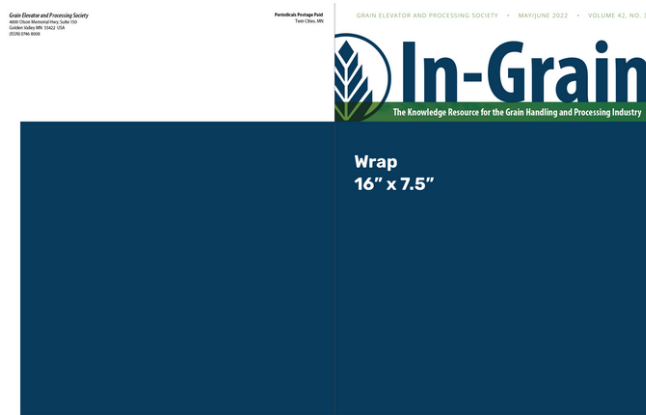
7.5" x 4.75"  
3.5" x 10"  
8" x 7.5"

We also have extend an image/callout to the edge of the page options. Contact us if you are interested in this!

**Wrap Ad: \$7,500**

**Back Page Ad - \$2,000**

**Half Page Ad - \$1,000**



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.





# In-Grain Bimonthly Newsletter

## Editorial Calendar

IN-GRAIN ISSUE	AD DEADLINE	COVER WRAP DEADLINE
July/August 2022	June 20	June 16
September / October 2022	August 9	August 5
November / December 2022	October 10	October 7
January / February 2023	December 9	December 6
March / April 2023	February 17	February 15

May / June 2023	April 7	April 4
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Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.



# E-Newsletters

## Professional Development Updates

BiMonthly | Targeted to professionals, operators and students  
Subscribers: 10,500+

This e-newsletter features our upcoming training and professional develop opportunities.

## Member Focus

Monthly | Targeted to GEAPS members  
Subscribers: 2,000+

This e-newsletter features upcoming benefits specifically for GEAPS members and a comprehensive list of upcoming chapter events.

Specs: 600x250 px

**\$750**

*Host a small ad in one of the two options of emails list above.*



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.



**GEAPS**  
Grain Elevator and Processing Society

**UPCOMING EDUCATION PROGRAMS**

# Your Ad Here!

## Stay Connected With Online Training from GEAPS

It's hard to stay on top of all the changes in the industry, especially when the pandemic keeps us from coming together. GEAPS has a number of ways to keep you connected to the industry. Take part in some of our online training programs to stay up-to-date!





# Webinars

Be recognized as an industry leader by sponsoring a GEAPS webinar. GEAPS webinars are digital broadcasts that engage your target audience to share your message at scale so you can:

- Build brand awareness
- Generate leads

Every GEAPS webinar comes with a promotional package that drives an average of 100 registrants. Receive an attendees list following the event.

## Promotional channels include:

- Dedicated email
- GEAPS landing page
- E-newsletters
- On-demand promotion
- Social media channels

**\$1,000**



Webinar length: up to 1 hour



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.

**GEAPS**

**LIVE WEBINAR**  
Preventing Serious Injuries and Fatalities During Harvest

Joe Mlynek CSP, OHST  
Safety Made Simple

September 13, 2022  
 10:00 - 10:40AM (CENTRAL)

[Join Now](#)

[GEAPS.COM/WEBINARS](https://geaps.com/webinars)

Interested in helping develop a webinar, reach out to [sales@geaps.com](mailto:sales@geaps.com) to learn more.



# GEAPS Member Directory and Buyers' Guide

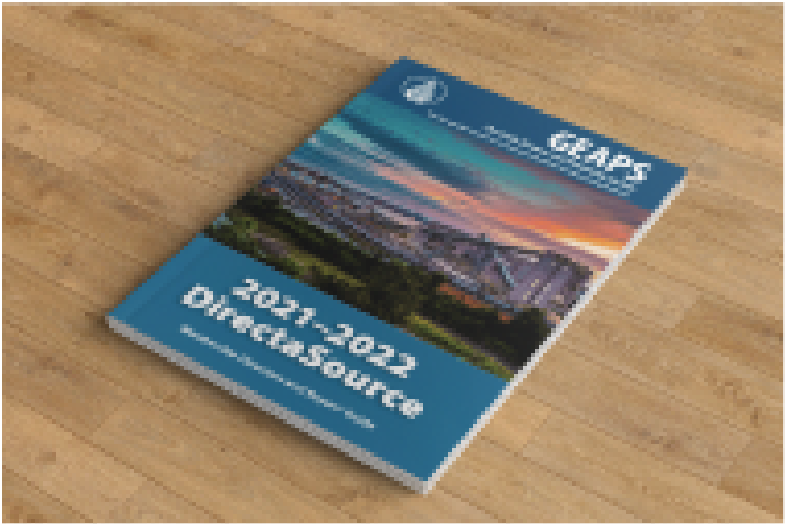
## ADVERTISE IN THE DIRECTORY

With nearly 3,000 members around the world, GEAPS is a global network of agricultural professionals. If you provide products and services to the grain industry, there is no better way to meet new leads. The printed Member Directory & Buyers' Guide is mailed to members and our Online Buyers' Guide at [geaps.com](http://geaps.com) had 2,500 visitors who averaged nearly a minute per page last year!

Sign in, or create an account at [www.geaps.com](http://www.geaps.com) and place your advertising order at [www.geaps.com/advertising](http://www.geaps.com/advertising).

Display advertisers are recognized in their own section of the GEAPS Member Directory and Buyers' Guide with a list of all their Buyers' Guide categories. Ad purchase includes three free Buyers' Guide listings, which will be printed as well as posted in the Online Buyers' Guide.

Vibrant, cover stock tab dividers provide the most valuable advertising location. Purchase a tab to gain first right of refusal in the subsequent year. Want to make sure your Regular Page Ad is seen? Act early and secure a space in the front section for an additional \$200. Reach out to [sales@geaps.com](mailto:sales@geaps.com) for more information. Advertisements are offered on a first-come, first serve basis.



## DISPLAY AD RATES

	FULL-PAGE	HALF-PAGE
4-color process	\$1,800	\$1,200
1-color (black)	\$1,400	\$800

Special Divider Tabs: limited quantity. Email the sales team at [sales@geaps.com](mailto:sales@geaps.com) for information on price and availability.  
NOTE: Any alterations, size adjustments, production or shipping costs will be charged to the advertiser. We cannot offer agency commissions or discounts.

**Sales Open June-August**  
**Questions? [sales@geaps.com](mailto:sales@geaps.com)**

**Deadline for print advertisement is**  
**September 15, 2022!**  
**The member directory will be sent to**  
**members Winter 2022-2023**



# GEAPS Member Directory and Buyers' Guide

## DISPLAY ADS

Display ads appear throughout the GEAPS Member Directory, with different size and color options available to suit any marketing budget. Full or half-page ads are available.

## PUBLICATION SIZE

Page Size (trim)

width x height  
6" x 9"

## DISPLAY AD SIZES

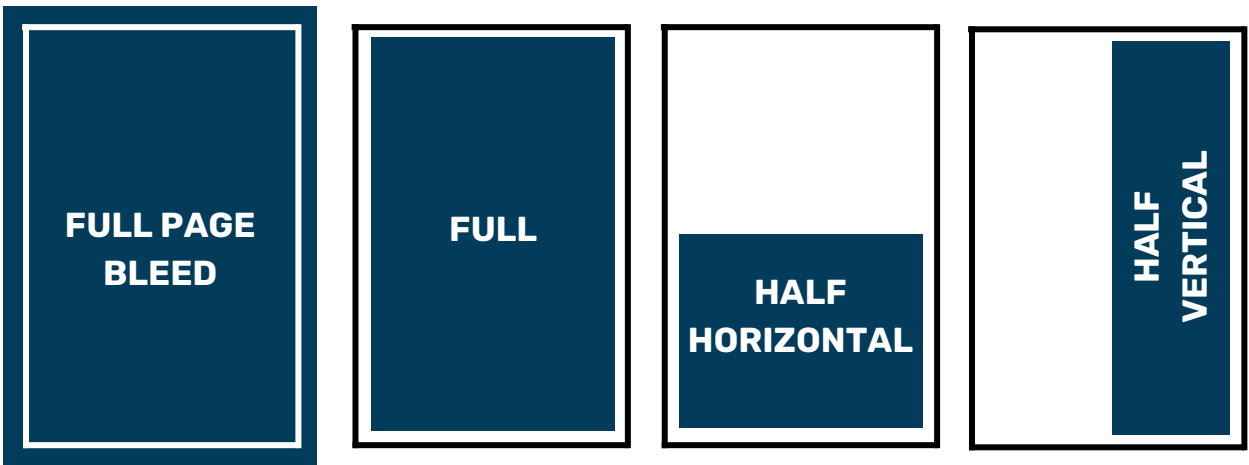
Full-page (white border around ad)

Full-page bleed (live material .25in from trim)

Horizontal ½ - page

Vertical ½ - page

5" x 8"  
6¼" x 9¼"  
5" x 4"  
2¼" x 8"



Sales Open June-September  
Questions? [sales@geaps.com](mailto:sales@geaps.com)

## DISPLAY AD REQUIREMENTS

Preferred: High Resolution (300 dpi) PDF (Acrobat), embedded with all images and fonts. For Full Page Bleed, have crop marks offset .125in from trim.

Images: All images must be High Resolution (300 dpi) and embedded.

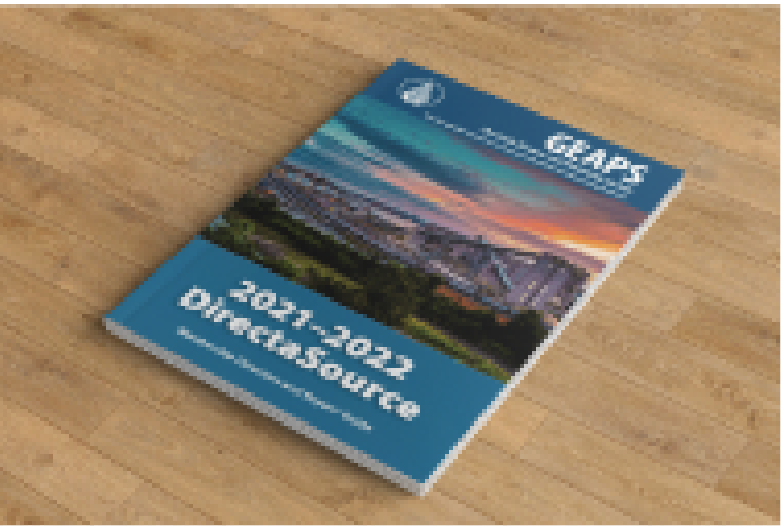
Fonts: All fonts must be embedded.

## DELIVERY

Files may be uploaded at the time your order is placed, or you may return to upload your file anytime before September 15, 2022.

Use the link below to enter your advertising profile and log in or create an account.

[www.geaps.com/advertising](http://www.geaps.com/advertising)





# Online Buyers' Guide

## SHARE YOUR PRODUCT OR SERVICE WITH THE INDUSTRY!

Our online buyers' guide provides an easy way for the industry to find your company, product or service. Organize your company by product categories and share your products, services and contact information.

### BUYERS' GUIDE ONLY:

Print listings only \$140 each.

For an additional \$140, all of your listings will also be posted in our Online Buyers' Guide.

If you are a 2023 GEAPS Exchange exhibitor, receive one free listing in print and have all of your listings posted online for free.

### DISPLAY ADVERTISERS:

Three free listings; additional listings only \$105 each. All listings will be replicated online for free. 2022 GEAPS Exchange exhibitors receive six free listings; additional listings only \$105 each. All listings will be replicated online for free.

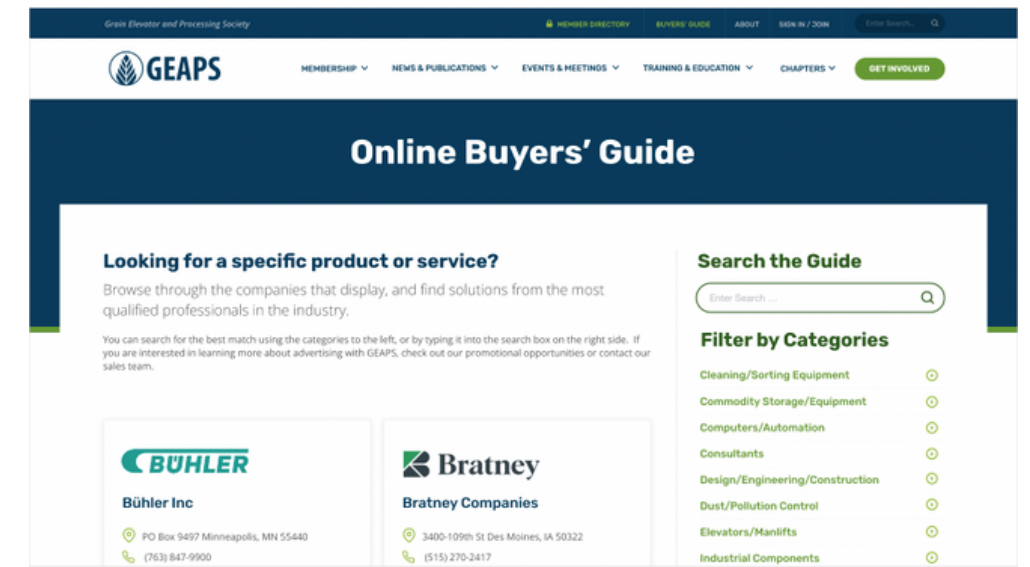
For a full list of categories go to [www.geaps.com/resources/buyers-guide](http://www.geaps.com/resources/buyers-guide).

Rates as low as:

**\$140**



Contact us today at [sales@geaps.com](mailto:sales@geaps.com) to learn more.



## Global Reach

**2,500 unique users**

visit the Buyers' Guide each year



# Events



# GEAPS Exchange

GEAPS Exchange attracts grain industry professionals from around the world looking for new ideas and solutions. Connect with them as a sponsor, exhibitor or speaker and show how your company can help them!

## GEAPS Exchange 2023

February 25-28 | Kansas City, MO

Targets: 2,800+ Grain Industry Professionals

### TOP REASONS PEOPLE COME TO EXCHANGE

- 1. Become aware of new equipment, products, services and suppliers
- 2. Network with industry peers and suppliers
- 3. Meet with customers or suppliers and/or expand their customer/supplier base
- 4. Evaluate and compare supplier of equipment, products and services for future purchases
- 5. Attend education sessions



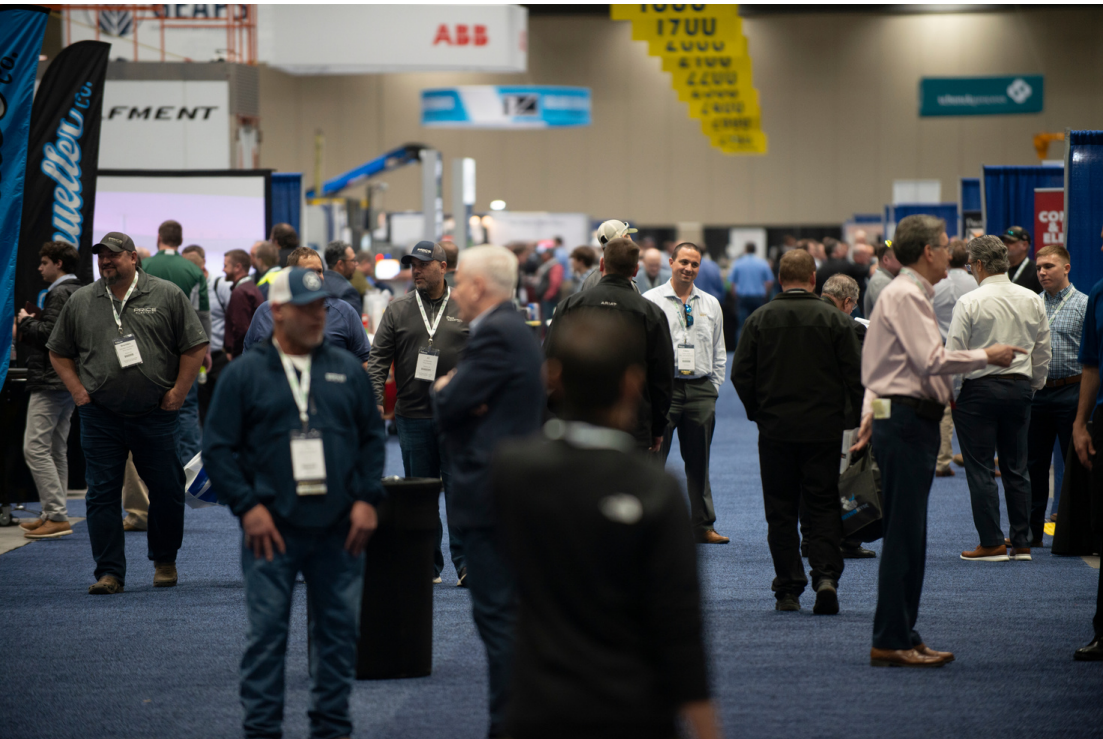
Contact us today at [conferences@geaps.com](mailto:conferences@geaps.com) to learn more.



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Social events like this gives everyone time away from the Expo and it's a great way to introduce yourself to new people without any pressure.

- Randy Longbrake, 4B





# GEAPS Exchange Sponsorships

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GEAPS Exchange draws in grain industry professionals from around the world looking for new ideas and solutions. Connect with them as a sponsor, exhibitor or speaker and show how your company can help them! With thousands of attendees, Exchange is the perfect opportunity to show your support for the industry and expose your brand to key players.

## Select Your Sponsorship Items

All sponsorship commitments will be submitted online. You will be able to browse opportunities and secure your sponsorship items all in the same place. They will add up to a dollar amount to place your company in the desired sponsorship level.

[www.geapsexchange.com/sponsorships](http://www.geapsexchange.com/sponsorships)



Contact us today at [sponsorship@geaps.com](mailto:sponsorship@geaps.com) to learn more.



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“There is no other gathering like GEAPS Exchange for the grain industry. To have so many current and potential customers in one venue is so valuable to us. We want attendees to be thinking about Hi Roller.”

- MIKE SPILLUM, AGI Hi Roller

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