



GEAPS
Grain Elevator and Processing Society

2024-2025

MEDIA KIT

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Working with GEAPS to promote your business connects you directly with thousands of grain industry workers and decision makers. Stand out, increase brand awareness, expand your product or service reach and create new brand advocates!
Explore GEAPS’ opportunities to promote your business.

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About Us

Your Future Customers are with GEAPS

Last year, Grain Elevator and Processing Society (GEAPS) expanded promotional opportunities. We tweaked what was available, working to meet the needs of both our members who need products and services from reputable companies and grain industry suppliers and providers who want to meet their customers where they're at.

You responded with enthusiasm. We even sold out of some advertising opportunities. It seems you all know what we believe to be true.

Your customers are with GEAPS.

More than 3,200 strong, GEAPS membership is vast—and growing! Our heart beats strongest in America's Heartland, but our reach travels the globe. From Canada to India, to Brazil and to South Africa, Denmark, Australia and beyond—GEAPS is working to feed and fuel the world, all over the world.

We invite you to get to know GEAPS by being present at our events, taking advantage of our advertising opportunities to connect with 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 marketing budget!



3K+ Members

15 Countries

25 Chapters

About Us



Our Mission and Vision

Mission:

To champion, connect and serve the global grain industry and our members.

Vision:

GEAPS will be the global community and thought leader for the grain industry, which feeds and fuels the world.

Objectives and Values:

Agriculture Matters:

The grain industry and its professionals feed the world.

Relationships Matter:

People, and operating with integrity, drive our network and business.

Intelligence Matters:

We apply information, innovation, knowledge and training to make progress and evolve.

Responsibility Matters:

We are stewards of the grain industry and have a focus on sustainability, safety and quality initiatives.

Inclusion Matters:

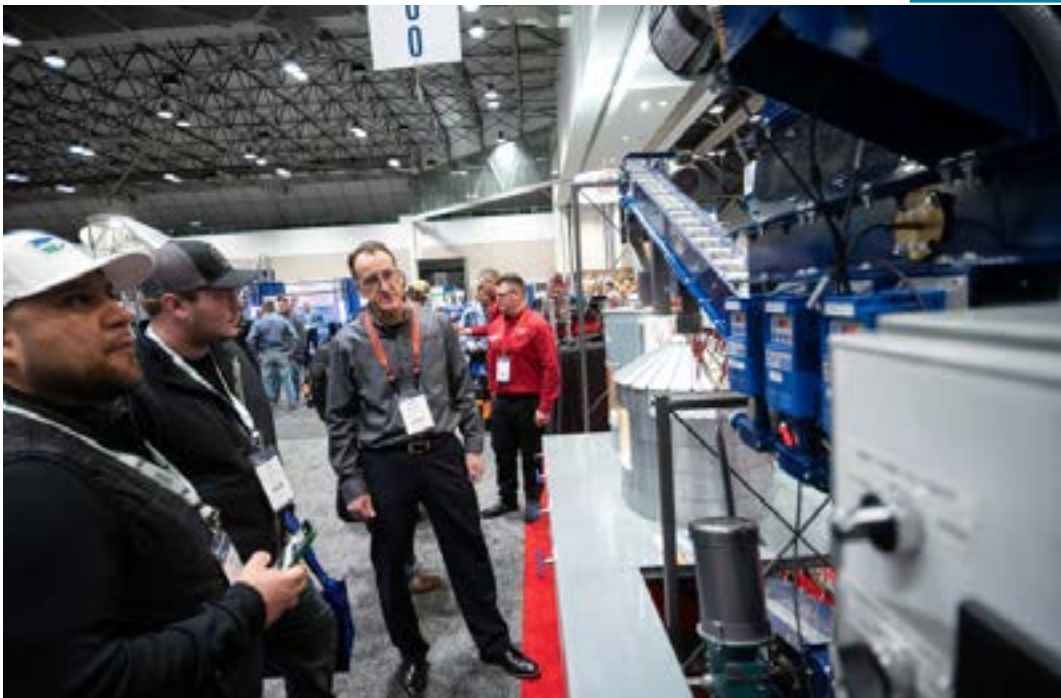
We are welcoming and understand that diverse people and opinions make us stronger.

Membership Matters:

Members choose to be part of something bigger by joining GEAPS and we prioritize their value.

GEAPS Network

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 four distinct groups:



Suppliers

Territory managers, executives, developers and consultants—your products and services will be in front of suppliers who have the power to purchase and engage with your company.



Operators

Facility managers, safety directors and elevator operators have first-hand knowledge of what their facility needs. Show them how your products and services can help them meet goals!



Affiliates

Show GEAPS members who are professors, researchers, program managers and CEOs how your company’s products and services are the right decision and the smart decision.



Students

Today’s students are tomorrow’s sought after employees. In an increasingly tight labor market, it’s important to present your company in a great light.

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 and Email Reach

3K+

Members

368K+

Web Page Views

13.5K+

Email Subscribers

Social Media Network

3K+

Facebook Followers

2K+

X Followers

5.6K+

LinkedIn Followers

50.4K+

Facebook Reach/Month



GEAPS Partner Program

With the GEAPS Partner Program, you'll benefit from top-level exposure to our influential audience. This exclusive opportunity puts your brand front and center with grain professionals for a year. Enjoy the following benefits, available only to the GEAPS Partner Program:



Premier Partner

Our highest level partnership offers the most benefits with exclusive opportunities only available to Premier level partners.



Key Partner

Our mid-level partnership offers a wide variety of benefits and exclusive opportunities for Partner program companies.



Select Partner

Our most cost-effective partnership offers benefits at a great value in addition to opportunities available to Partner program companies.

Premier Partner

Our highest level partnership offers the most benefits with exclusive opportunities only available to Premier level partners.



Premier Partner

\$30,000

Deadline for Partner Program is
August 15, 2024

Limited to 6 companies (scheduling is first come, first served)

Exchange

- Exchange booth credit equivalent to two standard member 10x10 booths
- Three additional booth worker passes
- Four tickets to Get Acquainted Party
- Four passes for full GEAPS Exchange Conference to keep or give to customers
- Selection of booth before priority list
- Welcome Reception Bar next to or in booth dependent on space and power accessibility
- Platinum sponsorship at Exchange (includes social post)

Digital Advertising

- One Whole Grain podcast episode and two podcast commercials (includes social post)
- Your 300-600 word advertorial celebrating you and what you do! Sent to GEAPS email subscribers and shared online at GEAPS.com (includes social post)
- Two month GEAPS.com leaderboard banner ad
- One email sponsorship (logo on bottom of email saying sponsored by)
- Company logo on bottom of Exchange emails with other Platinum sponsors

Print Advertising

- In-Grain cover wrap (exclusive to Premier Partners)
- Member Directory and Buyers' Guide full page, 4-color ad with six buyers' guide listings (in print and online)

Key Partner

Our mid-level partnership offers a wide variety of benefits and exclusive opportunities for Partner program companies.



Key Partner

\$20,000

Deadline for Partner Program is
August 15, 2024

Exchange

- Exchange booth credit equivalent to a standard member 10x10 booth
- Two additional booth worker passes
- Three tickets to Get Acquainted Party
- Three passes for full GEAPS Exchange Conference to keep or give to customers
- First booth selection in your priority list group
- Gold sponsorship at Exchange

Digital Advertising


- One Whole Grain podcast episode and one podcast commercial (includes social post)
- Your 300-600 word advertorial celebrating you and what you do! Sent to GEAPS email subscribers shared online at GEAPS.com (includes social post)
- One month GEAPS.com banner ad
- Email sponsorship

Print Advertising

- Member Directory and Buyers' Guide full page, 4-color ad with six buyers' guide listings (in print and online)

Select Partner

Our most cost-effective partnership offers benefits at a great value in addition to opportunities available to Partner program companies.



Select Partner
\$10,000

Deadline for Partner Program is
August 15, 2024

Exchange

- Exchange booth credit equivalent to a standard member 10x10 booth
- One additional booth worker pass
- Two tickets to Get Acquainted Party
- Two passes for full GEAPS Exchange Conference to keep or give to customers
- First booth selection in your priority list group
- Silver sponsorship at Exchange conference

Digital Advertising

- One Whole Grain podcast commercial
- Your 300-600 word advertorial celebrating you and what you do! Sent to GEAPS email subscribers shared online at GEAPS.com (includes social post)
- Email sponsorship

Print Advertising

Member Directory and Buyers' Guide full page, 4-color ad with six buyers' guide listings (in print and online)

Whole Grain Podcast



Whole Grain, a podcast presented by GEAPS, supports the grain handling and processing industry. This audio interview format show supports the grain industry with topics covering industry best practices, safety, industry outlooks, innovation, workforce development and industry products and services.

Whole Grain is easily accessible. You’ll find it on your favorite podcast app such as Apple Podcasts, Spotify and so many more! The show is also on the GEAPS website at www.geaps.com/wholegrain. Each episode has its own page with the audio player, show notes, links and transcript.

“ It’s been very informative to me because I can listen to it on the go whether I’m traveling to the facility or even at home when I’m mowing the yard. It gives me all of the information to be up-to-date with what’s going on in the grain industry. I really enjoy it! ”

Aaron Maple
Kokomo Grain Co. Inc.

4K+

Podcast Downloads

2022

Podcast Start Year

38

Published Episodes

Listeners From Across The World

Afghanistan	Finland	Malaysia	Spain
Argentina	Germany	Maldives	Sri Lanka
Australia	Ghana	Mexico	Sudan
Austria	Greece	Moldova	Sweden
Bangladesh	Guatemala	Netherlands	Switzerland
Belgium	Hungary	New Zealand	Thailand
Bolivia	Iceland	Nigeria	Türkiye
Brazil	India	Oman	Ukraine
Canada	Indonesia	Panama	United Arab Emirates
Chile	Iran	Paraguay	United Kingdom
Colombia	Iraq	Peru	United States
Costa Rica	Ireland	Philippines	Venezuela
Cuba	Israel	Portugal	Vietnam
Cyprus	Italy	Qatar	Virgin Islands, U.S.
Czechia	Jamaica	Russian Federation	
Denmark	Japan	Saudi Arabia	
Dominican Republic	Jordan	Serbia	
Ecuador	Kenya	South Africa	
Egypt	Lebanon	South Korea	

Whole Grain Podcast

We offer a variety of options from 15-second commercials to whole episodes! We will work with you to help create the podcast productions. GEAPS promotes each Whole Grain podcast episode on our social media channels. The Whole Grain Podcast episodes are also featured in our professional development emails and in our In-Grain publication. Want to purchase commercials in bulk? Contact us for bulk pricing discounts.

15-SECOND AD

\$225

30 -40 WORD COUNT

A 15-second commercial only the advertiser to provide basic business information about the business. This commercial is effective if the audience is familiar with your business.

30-SECOND AD

\$400

75-85 WORD COUNT

The 30-second commercial is a good option to add some creativity. They can be presented as monologues or conversations and can include more details such as: experience the benefits of its products and selling points.

60-SECOND AD

\$595

150-170 WORD COUNT

Give a full sales pitch in 60 seconds. Great for promoting a new product or service. Make the commercial more compelling by introducing an engaging headline, identifying a problem and providing a solution.

PROMOTIONAL EPISODE

\$2,225

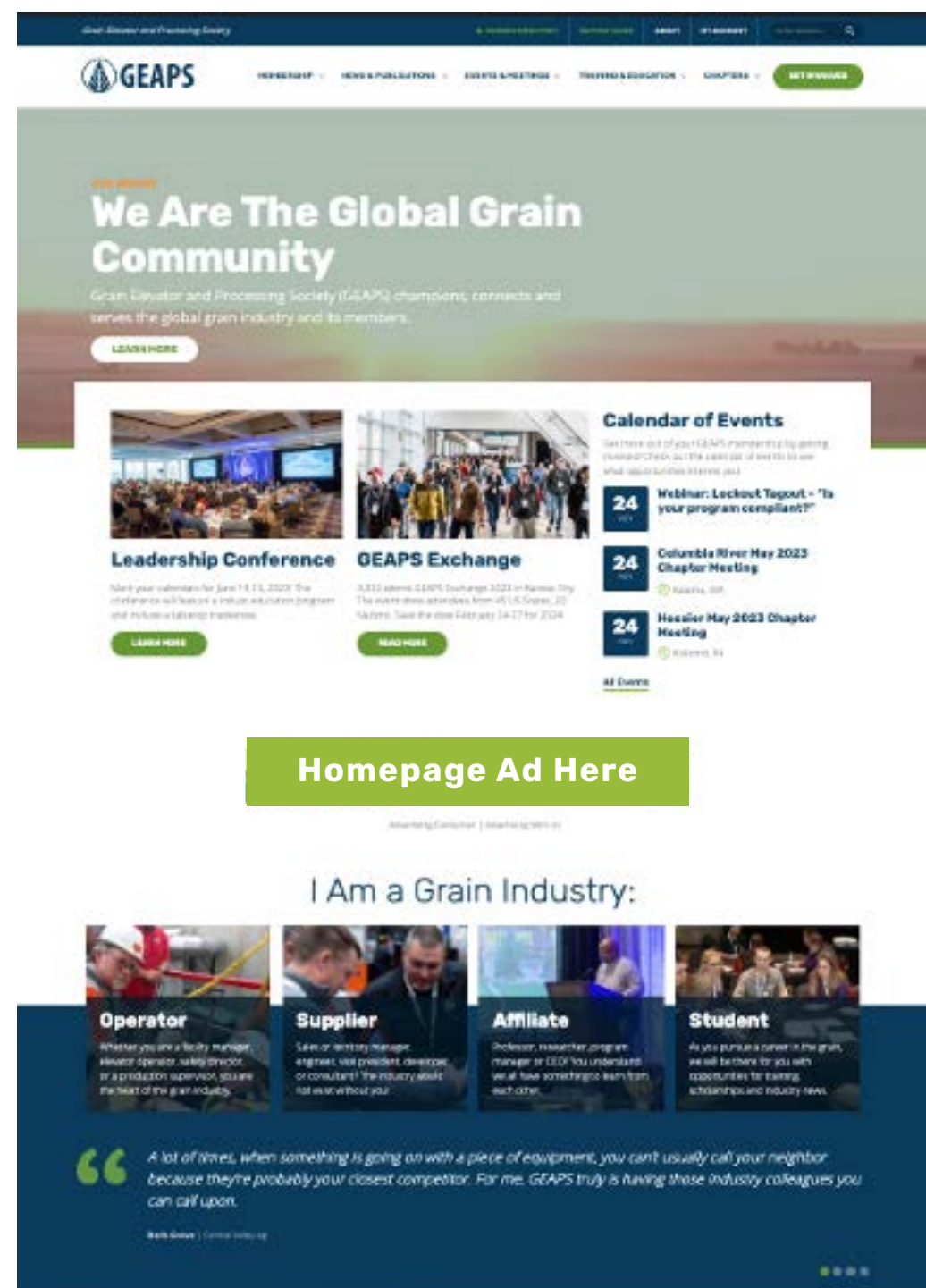
BE SHOWCASED AS A THOUGHT LEADER

Showcase your organization as an industry thought leader! We will work with you to develop the podcast from start to finish and promote on all GEAPS' channels.

Note: Advertiser to provide script for ad based on word count. GEAPS provides voiceover, light background music and edits and produces entire audio ad in-house.

Homepage & Sidebar Ads

GEAPS' website, GEAPS.com, is a go-to source for grain professionals. With more than 26,000 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.



Homepage Ad Here

Homepage Ad

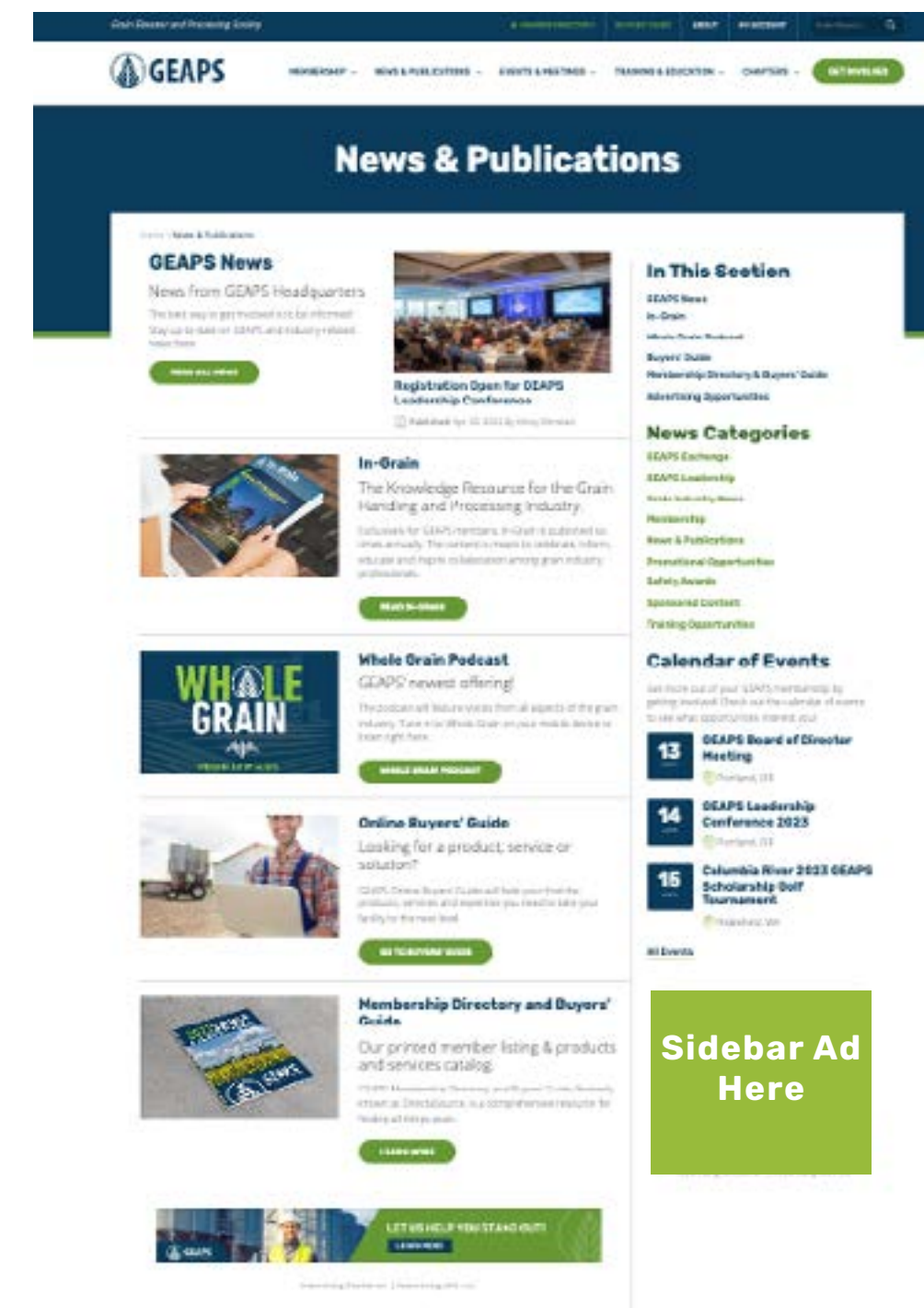
\$1,545
Monthly

On the homepage of the website:

Desktop Specs:
Leaderboard (728x90px)

Mobile Specs:
Medium Rectangle (300x250px)

*Limited quantities



Sidebar Ad

\$775
Monthly

Sidebar ad is available for most pages:

Desktop Specs:
Medium Rectangle (300x250px)

Mobile Specs:
Medium Rectangle (300x250px)

*Limited quantities

E-Newsletters

Place a digital ad in GEAPS Training and Education Update emails and/or Member Focus.
Limited Quantities and first come/first serve basis. Volume discounts available.



Ad Here



**TRAINING & EDUCATION
UPDATE**



Learn More about Electrical Safety

Summer storm season is the perfect time to learn more about electrical safety. Take a moment to enroll in **Electrical Safety for Grain and Processing Facilities**. The course provides focuses on electrical safety for grain processing facilities. It will familiarize



Ad Here

**MEMBER
FOCUS**

A BLEND OF BENEFITS &
EVENTS FOR GEAPS MEMBERS

Benefits? We've Got Them Right Here

Last month we talked to you about the many great things you can find in your **Video Library**—including education sessions from **GEAPS Exchange**. They weren't quite ready for you then, but we are happy to let you know great training on grain operations, safety, employee development and maintenance is ready and waiting for you on our site. Beyond **GEAPS Exchange** education videos you also may view webinars and view sessions from last year's **Leadership Conference**. You must be logged into the site as a member in order to access the **Video Library**.

Training and Education Update

\$850

Per Email

Features training & professional
development opportunities

Monthly

Target:
GEAPS Members & grain industry
professionals

Subscribers
13,500+

Specs: 600x250 px

Member Focus

\$850

Per Email

Features upcoming benefits for
GEAPS members and a list of
upcoming chapter events.

Monthly

Target:
GEAPS Members

Subscribers:
3,200+

Specs: 600x250 px

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 and generate leads.

Webinar Sponsorship

\$425

Your company wants to be a part of providing great educational content to the industry. GEAPS will create an educational webinar to benefit the industry and you make it possible with your financial support! To recognize your contribution, your company’s logo will appear on all promotional materials. Your company also will receive recognition during the webinar. You can also provide a brief promotional message to be included in the webinar, showcasing your company’s products or services to our members. This sponsorship will position your company as a valued supporter of our agricultural community and provide targeted exposure to potential customers and clients.

Promotional Webinar

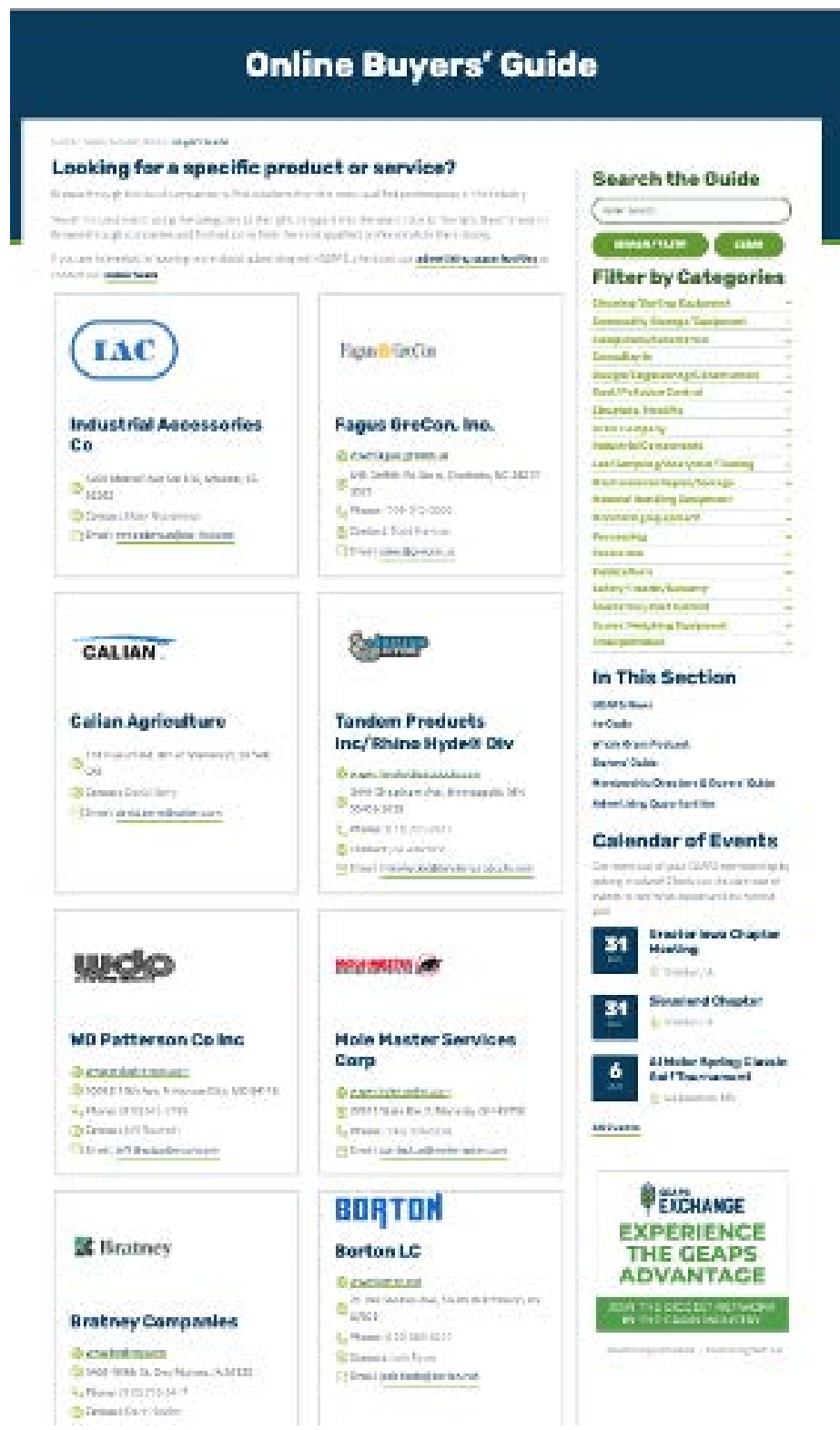
\$1,030

Celebrate your company and what you do for the industry! Your people provide the topic and content. We provide the platform. Your company will receive branding on all promotional materials and custom slides and can provide the webinar presenter to demonstrate your company’s thought leadership in the field. This will position your company as a leading voice in the industry and provide exposure to a highly engaged and targeted audience. You’ll also receive participant contact information for those that choose the opt-in option for receiving communications from sponsors.

Buyers' Guide

Our online and print buyers' guides provide 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.

Visit www.geaps.com/news-publications/buyers-guide/ for a full list of buyers' guide categories



Listings

\$235

Per Bundle of Three Categories

Online and Print Listing

2,500+ Unique Visitors visit the Buyers Guide each year

Online Listing Includes:
Logo
Company and Contact Details
Website

Mailed to 3,200+ members in the printed Member Directory

Listings

FREE

For 2024 Exchange Exhibitors

2024 Exchange Exhibitors will receive their first bundle of 3 listings for free

2,500+ Unique Visitors visit the Buyers Guide each year

Online Listing Includes:
Logo
Company and Contact Details
Website

Mailed to 3,200+ members in the printed Member Directory

Additional Listings

\$235

Per Bundle of Three Categories

Online and Print Listing

2,500+ Unique Visitors visit the Buyers Guide each year

Online Listing Includes:
Logo
Company and Contact Details
Website

Mailed to 3,200+ members in the printed Member Directory

Member Directory and Buyers' Guide

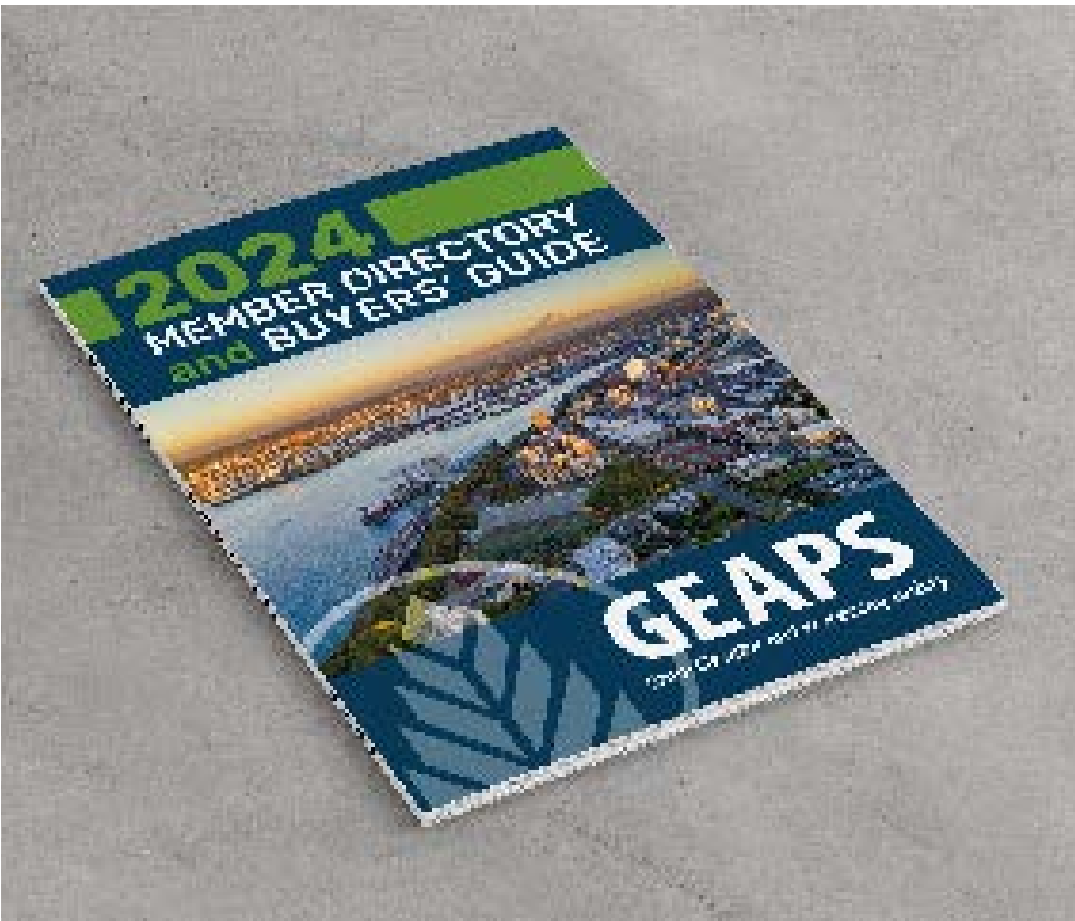
GEAPS Member Directory and Buyers' Guide is the most comprehensive print directory in the industry and includes the GEAPS membership directory and buyers' guide. Place your company message where thousands of people reference it.

Display Ad Rates

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 (sold separately).

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 reach out to sales@geaps.com to secure a space in the front section for an additional \$200. Advertisements are offered on a first-come, first served basis.



4-COLOR PROCESS	4-COLOR PROCESS	1-COLOR (BLACK)	1-COLOR (BLACK)
\$1,700	\$1,055	\$1,265	\$645
Full Page Ad	Half Page Ad	Full Page Ad	Half Page Ad

Special Divider Tabs: limited quantity. Email the sales team at 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.

Member Directory and Buyers' Guide

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.

Display Ad Details

Sales Open
June-September

Artwork Submission Deadline
September 20, 2024

Member Directory sent to members
winter 2025

PUBLICATION SIZE

Page Size (trim)

width x height

6" x 9"

DISPLAY AD SIZES

Full-page (white border around ad)

5" x 8"

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

6¼" x 9¼"

Horizontal half-page

5" x 4"

Vertical half-page

2¼" x 8"



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.
- For full-page bleed ads, it is highly recommended to keep any important content (text, logos, important graphics) inside the middle 5" x 8" "live area" of the ad.
- No spot colors. Spot colors will be converted to CMYK

Delivery

Files may be uploaded at the time your order is placed, or you may return to upload your file anytime before September 20, 2024.

In-Grain Member Newsletter

Published six times annually, In-Grain is a GEAPS member benefit. In-Grain is meant to celebrate the more than 3,200 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.

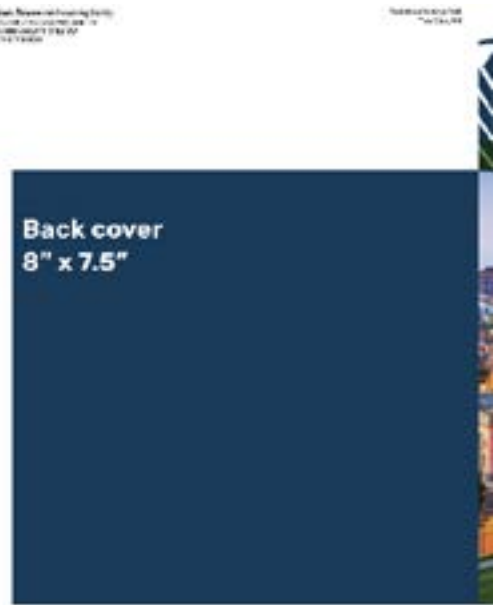


Full-Page Ad
\$2,060



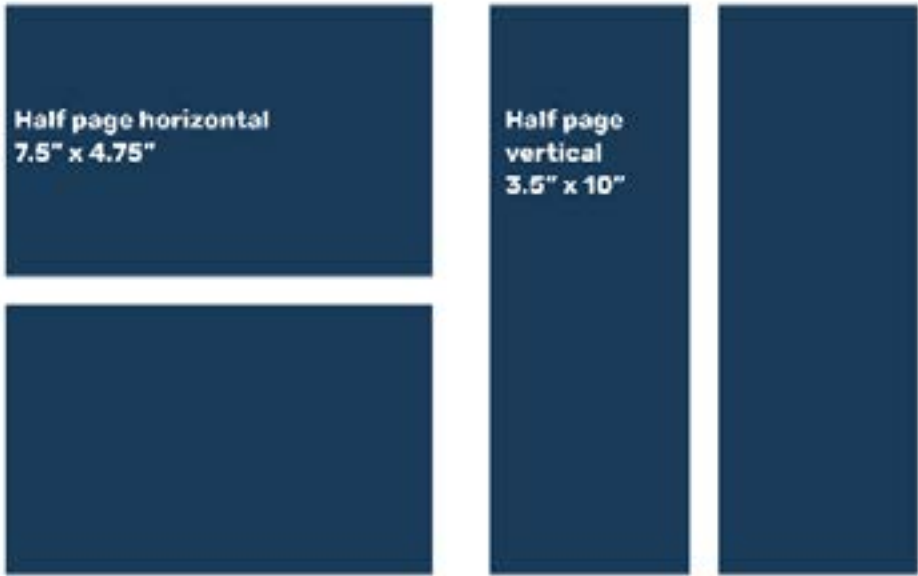
Full-Page Ad (no bleed) 7.5" x 10"
Full-Page Ad (with bleed) 8.5" x 11
.125" bleed on all sides

Back Cover Ad
\$2,060



Back Cover Ad 8" x 7.5"

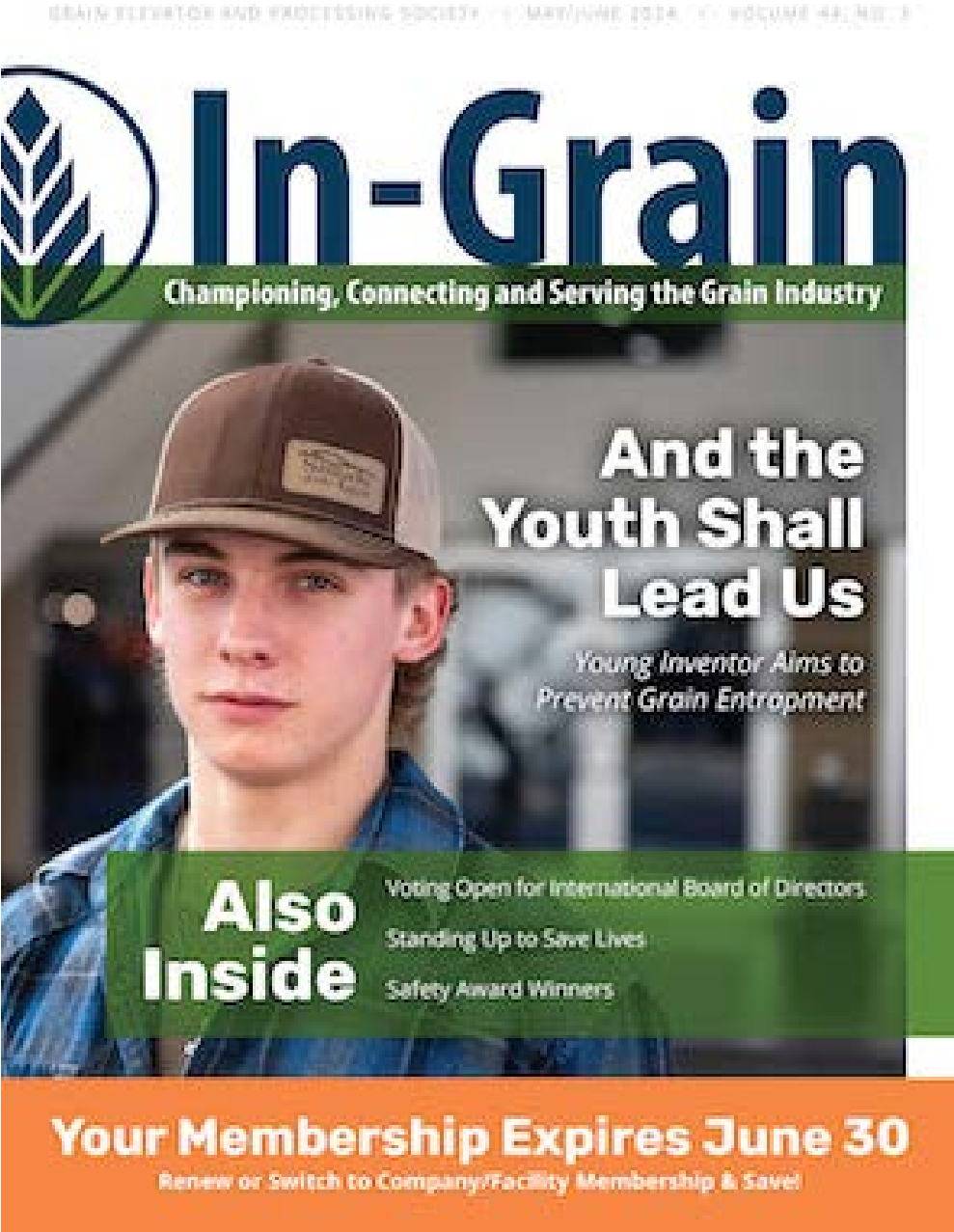
Half-Page Ad
\$1,030



Half-Page Horizontal Ad 7.5" x 4.75"
Half-Page Vertical Ad 3.5" x 10"

In-Grain Member Newsletter

2024 - 2025 Editorial Calendar



In-Grain Issue	Ad Deadline
August/September 2024	June 26
October/November 2024	September 6
December 2024/January 2025	November 8
February/March 2025	January 10
April/May 2025	March 7
June/July 2025	May 8

GEAPS Exchange



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!



1

Exposure

Become aware of new equipment, products, services and suppliers



2

Networking

Network with industry peers and suppliers



3

Meet Customers

Meet with customers or suppliers and/or expand their customer/supplier base



4

New Products

Evaluate and compare supplier of equipment, products and services for future purchases



5

Education

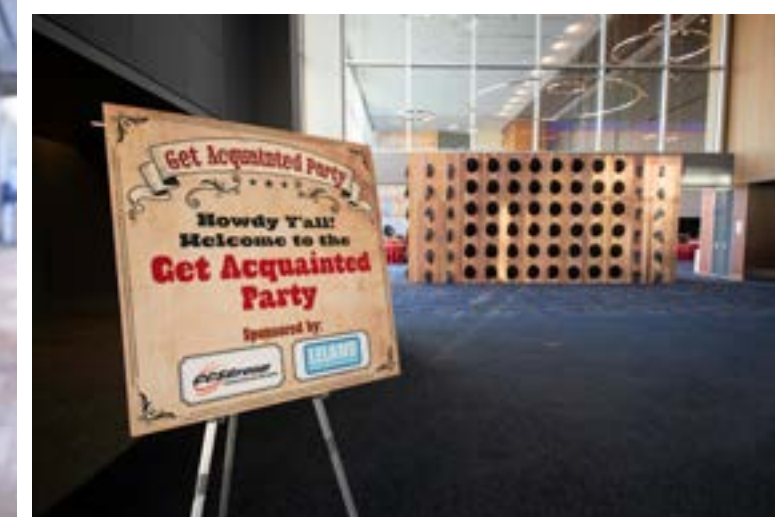
Attend education sessions



GEAPS Exchange 2025
February 22-25 | Kansas City, Missouri
Targets: 3,700+ Grain Industry Professionals

GEAPS Exchange Sponsorships

GEAPS offers a flexible sponsorship program so you are able to get the most brand exposure out of your marketing budget. Whether you plan on being the exclusive sponsor for the Exchange Mobile App, or want to generously provide lunch for attendees, you can pick the options that match your goals.



CONVEY and Chapter Events

GEAPS offers a flexible sponsorship program so you are able to get the most brand exposure out of your marketing budget.



CONVEY

Exhibits and Sponsorships Available

CONVEY is an annual conference and tradeshow put on by GEAPS, Grain Journal (GEAPS Media Group) and National Grain and Feed Association (NGFA).



Chapter Events

Exhibits and Sponsorships Available

Getting involved in a GEAPS Chapter is a great way to grow your professional network. Exhibits and sponsorships are available at some chapter events!

Contact Us

Reach out to us if you have questions or would like to place an order for any of the items you saw in this kit.



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www.geaps.com



sales@geaps.com