


Month	Ad Close Materials Due	Major Themes	Issue Features	Bonus Distribution	Online Coverage	PrecisionAg Institute
<b>Spring 2008</b>	Ad Close: Jan. 10, 2008 Materials: Jan. 17, 2008	<b>2008 Technology Tune-Up;</b> Bonus Report - Precision Adoption Update	New Product Introductions; 2008 Technology Outlook; Trends and Techniques		2008 Product Introductions; Reports From Winter Ag Meetings	 <p>The PrecisionAg Institute is an organization that promotes the benefits of precision agriculture products &amp; practices to global agriculture through education, research, &amp; promotion of agricultural technology. It is managed by the CropLife Media Group and funded by agricultural companies that share our vision of a more efficient &amp; profitable industry through the use of precision agriculture.</p> <p>For more information on Institute Activities, visit: <a href="http://www.precisionag.com">www.precisionag.com</a></p>
<b>Summer 2008</b>	Ad Close: June 10, 2008 Materials: June 17, 2008	<b>PrecisionAg Buyer's Guide;</b> Bonus Report - Wireless & Mobile: Technology On The Move; Bonus Report - Plug and Play: A New Wave of Improved Compatibility	One stop resource for precision agriculture products & services	International Conference on Precision Agriculture, Denver, CO; Farm Progress Show, TBA	PrecisionAg Institute's "Award of Excellence" Nominations	
<b>Fall 2008</b>	Ad Close: Aug. 11, 2008 Materials: Aug. 18, 2008	<b>Technology Top 5;</b> Bonus Report - Precision 2.0: What's Over The Horizon	Focus on the trends that are shaping precision agriculture's future		Reports from the 9th International Conference on Precision Agriculture; What's New at Farm Progress Show	
<b>Winter 2008</b>	Ad Close: Oct. 10, 2008 Materials: Oct. 17, 2008	<b>PrecisionAg Success Stories;</b> Precision Around the World: Lessons From "Far Afield"	A look at what long time & recent precision ag adopters are doing to make use of technology pay	Ag Retailers Association Conference, TBA	Products to look for in 2009	

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