



IOWA Pork Producer

www.iowapork.org

The official publication of the Iowa Pork Producers Association



Our magazine reaches producers, educators and allied business partners at a circulation range of 12,000 to 14,000 in the U.S. and Canada.

2012 Advertising Rates & Specifications

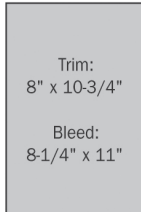
PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

| ISSUE | Ad Material Due |
|----------------|-----------------|
| January 2012 | December 12 |
| March 2012 | February 10 |
| May 2012 | April 9 |
| July 2012 | June 8 |
| September 2012 | August 10 |
| November 2012 | October 8 |

AD DIMENSIONS



Full Page
7" x 9-9/16"



Full Page Bleed
8" x 10-3/4"



2/3 Page
4-3/4" x 9-9/16"



1/2 Page Island
4-1/2" x 7"



1/2 Page H
7" x 4-3/4"



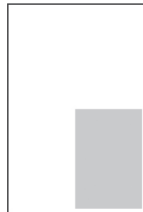
1/2 Page V
3-3/8" x 9-9/16"



1/3 Page V
2-1/4" x 9-9/16"



1/3 Page H
4-3/4" x 4-3/4"



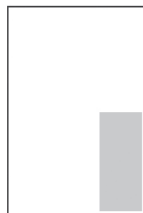
1/4 Page V
3-1/2" x 4-3/4"



1/4 Page H
4-3/4" x 3-3/4"



1/6 Page H
4-3/4" x 2-1/4"



1/6 Page V
2-1/4" x 4-3/4"

MECHANICALS

Digital Files – Press-Quality PDF or InDesign for PC only. For InDesign files, be sure to include fonts, images and proof. **Four-color materials must include high-quality color proof.**

Bleed – For copy that bleeds to gutter, allow 1/8" per page at gutter (1/4" total on spreads) for bindery trim.

Matched Colors – Matched colors should be specified using PMS color numbers.

Trim Size – 8" x 10-3/4".

Printing – Web offset. S.W.O.P.

Binding – Saddle-stitched.

Questions on mechanicals – Michele at Mindz Eye Design at 515-577-8337 or e-mail at michele@mindzeyemarketing.com

RATES

| | 4-color | B/W |
|------------------------|---------|---------|
| Page | \$2,150 | \$1,400 |
| 2/3 Page | 1,800 | 1,075 |
| 1/2 Page, Island | 1,700 | 975 |
| 1/2 Page | 1,610 | 880 |
| 1/3 Page | 1,450 | 715 |
| 1/4 Page | 810 | 575 |
| 1/6 Page | 700 | 475 |
| Spread | 3,950 | |

Art charges of \$50/hour will apply to ad building and edits

15% discount for 6 continuous issues

Inserts Contact publisher for rates.

Matched Color – \$250 over 2C

PRODUCER MARKET AD RATES

- \$100 per column inch
- 15% discount for 6 continuous issues
- Free ad alterations if art is supplied according to specifications, \$10 fee otherwise.
- \$50 one-time placement fee will apply to ads that do not meet art requirements
- Classified section also available for \$2.00 per word per issue!

POLICIES & CONDITIONS

- All advertising subject to Publisher's approval.
- All orders must conform with the conditions set forth in this rate card, and we reserve the right to eliminate from all orders any clauses which do not comply.
- Advertisers agree to indemnify and defend the Publisher from any and all liability for content of advertisements.
- Publisher's liability on any ad is limited to the cost of that advertisement.
- Upon request, Publisher will submit proofs for typeset material if copy is submitted at least 10 days prior to closing date. Advertisement will appear as typeset without liability unless written revisions are received by closing date.
- Publisher will label editorial style copy with the word "Advertisement."
- We reserve the right to refuse copy which criticizes or mentions directly or indirectly other advertisers, products and services.
- Agency commission is 15 percent with camera-ready material supplied by recognized advertising agency.
- Orders accepted at rates prevailing when advertisement is scheduled to appear.
- No change or cancellation accepted after the third business day before closing date. Special position and insert changes or cancellations require notice 30 days prior to issue date.
- Orders specifying position subject to Publisher's approval.

Contact Doug Fricke
email: dfricke@iowapork.org

IOWA Pork Producer

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