2027 Advertising Rates & Specifications

IOWA Pork Producer

The official publication of the Iowa Pork Producers Association

Box 71009
1636 NW 114th Street
Clive, Iowa 50325
(515) 225-7675
(800) 372-7675
FAX (515) 225-0563

iowapork.org

PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

ISSUE	Insertion Deadline	Ad Material Due
January 2027	November 20, 2026	December 1, 2026
March 2027	January 15, 2027	February 2, 2027
May 2027	March 1, 2027	April 3, 2027
July 2027	May 15, 2027	June 5, 2027
Sept 2027	July 9, 2027	August 3, 2027
Nov 2027	September 1, 2027	October 2, 2027

The Iowa Pork Producer magazine is mailed to approximately 16,000 pork producers, educators and allied business partners in all 50 states and Canada.

RATES

Size	4-color	B/W
Spread	$4,386	-
Page	$2,382	$1,551
2/3 Page	$1,995	$1,191
1/2 Page, Island	$1,885	$1,081
1/2 Page	$1,783	$975
1/3 Page	$1,607	$792
1/4 Page	$897	$637
1/6 Page	$775	$526

PRODUCER MARKET AD RATES

- $107 per column inch
- 15% discount for 6 continuous issues
- Free ad alterations if art is supplied according to specifications, $20 fee otherwise.
- $50 one-time placement fee will apply to ads that do not meet art requirements
- Classified section also available for $3.00 per word per issue!

Inserts Contact publisher for rates. Matched Color – $250 over 2C

15% discount for 6 continuous issues

Art charges of $80/hour will apply to ad building and edits

CONDITIONS

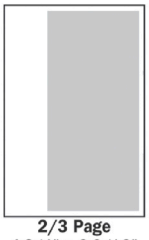
- All advertising subject to Publisher's approval.
- All orders must conform with the conditions set forth in this rate card, and we reserve the right to eliminate from all orders any clauses which do not comply.
- Advertisers agree to indemnify and defend the Publisher from any and all liability for 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.
- 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.

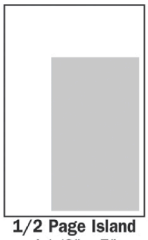
AD DIMENSIONS

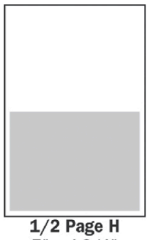

Full Page
7" x 9-9/16"

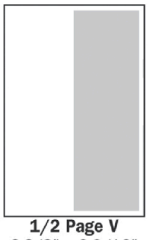


Full Page Bleed
8" x 10-3/4"

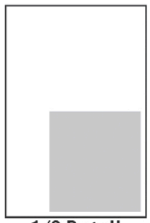

2/3 Page
4-3/4" x 9-9/16"


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

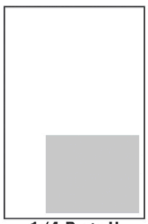

1/2 Page H
7" x 4-3/4"

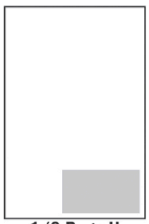

1/2 Page V
3-3/8" x 9-9/16"

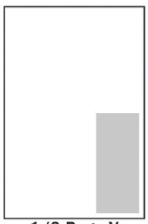

1/3 Page V
2-1/4" x 9-9/16"


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 files 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.

Send questions about rates and ad requirements to Doug Fricke, dfricke@iowapork.org

IOWA PORK PRODUCERS ASSOCIATION

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iowapork.org
The official publication of the Iowa Pork Producers Association
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2027 Editorial Calendar

***Magazine content is subject to change. While the topics listed for each edition are planned, the development of current issues may change the content that runs in the magazine.**

Regular columns planned for each issue include updates from the Iowa Pork Industry Center, Iowa Ag Literacy Foundation, Iowa Ag Water Alliance, CSIF, NPB, NPPC, and a member of Iowa's congressional delegation. A recipe page, county organization updates, and a research article will also be featured.

January 2027 – Insertion Deadline: November 20, 2026 — Editorial Deadline: December 11, 2026

Focus – Iowa Pork Congress Tradeshow Program and Directory: *President's Welcome, sponsorship acknowledgement, maps, New Product Showcase, Iowa Pork Congress events and schedules, Youth Leadership Team candidates & youth activities, IPPA program summary*

Legislative Outlook	Giving Tuesday	HOG and Top Producer winners
Bucks for Bacon Buddies	Sack Hunger	Pig to Plate

March 2027 – Insertion Deadline: January 15 — Editorial Deadline: February 12

Focus - Iowa Pork Congress Recap

Legislative update	New President's Column	Committee Day notice
Annual Report	Collegiate Team	Regional conferences

May 2027 – Insertion Deadline: March 12 — Editorial Deadline: April 9

Focus – World Pork Expo preview

Schulz ISU Swine Summary/Outlook	Basketball Top Producers	Committee Day notice
Pork in the Pantry	New Board Member	

July 2027 – Insertion Deadline: May 13 — Editorial Deadline: June 11

Focus – State and County pork promotions

WPX follow up	State Legislative summary	IPPA President's column
New Board member feature	Pork in the Pantry wrap	State Fair preview

September 2027 – Insertion Deadline: July 9 — Editorial Deadline: Aug. 13

Focus – State Fair wrap up

Issues management update	Annual meeting notice	#Porktober27 promotions
IPPA scholarship winners	Iowa Swine Day stories	Bacon Buddies wrap up

November 2027 - Insertion Deadline: Sept. 10 — Editorial Deadline: Oct. 15

Focus – Tenderloin contest winner

Iowa Pork Congress preview	IPPA Committee sign-up	Annual meeting notice
Iowa Pork Alliance logos	Seminars announcement	Pork & Pinot

Send columns and articles to Kevin Hall at khall@iowapork.org