



IOWA Pork Producer www.iowapork.org

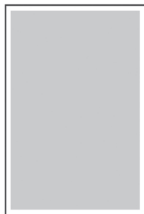
The official publication of the Iowa Pork Producers Association



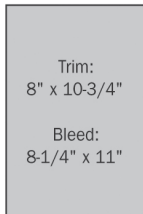
The Iowa Pork Producer magazine is mailed to approximately 20,000 pork producers, educators and allied business partners in all 50 states and Canada.

2022 Advertising Rates & Specifications

AD DIMENSIONS



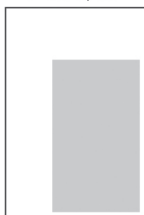
Full Page
7" x 9-9/16"



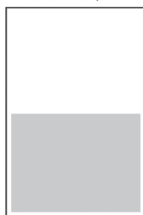
Full Page Bleed
8" x 10-3/4"



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



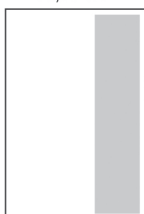
1/2 Page Island
4-1/2" x 7"



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



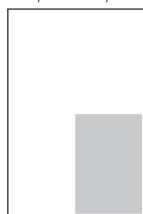
1/2 Page V
3-3/8" x 9-9/16"



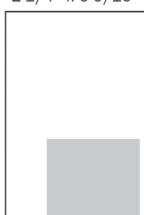
1/3 Page V
2-1/4" x 9-9/16"



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



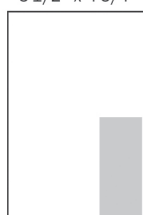
1/4 Page V
3-1/2" x 4-3/4"



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.

PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

| ISSUE | Insertion Deadline | Ad Material Due |
|------------------|--------------------|------------------|
| January 2022 | November 19, 2021 | December 9, 2021 |
| March/April 2022 | January 14 | February 1, 2022 |
| May/June 2022 | March 18 | April 5, 2022 |
| July/Aug 2022 | May 20 | June 7, 2022 |
| Sept/Oct 2022 | July 15 | August 2, 2022 |
| Nov/Dec 2022 | September 16 | October 4, 2022 |

RATES

| | 4-color | B/W |
|------------------------|---------|---------|
| Page | \$2,214 | \$1,442 |
| 2/3 Page | 1,854 | 1,107 |
| 1/2 Page, Island | 1,752 | 1,005 |
| 1/2 Page | 1,658 | 906 |
| 1/3 Page | 1,494 | 737 |
| 1/4 Page | 834 | 592 |
| 1/6 Page | 721 | 489 |
| Spread | 4075 | |

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

PRODUCER MARKET AD RATES

- \$102 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 \$2.00 per word per issue!

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.

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

IOWA Pork Producer

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Web site: www.iowapork.org • email: dfricke@iowapork.org

2022 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 are: Updates from Iowa Pork Industry Center, Iowa Ag Literacy Foundation, Iowa Ag Water Alliance, NPB, NPPC, and CSIF. A recipe page will also run in each issue.

January 2022- Insertion Deadline: Nov. 19, 2021; Editorial Deadline, Dec. 9, 2021

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
IPPA Regional Conferences Preview/dates SIP Feature Legislative Outlook
Giving Tuesday and holiday support Pig-to-Plate Wrap-up of Virtual Trade missions

March/April 2022- Insertion Deadline: January 14, 2022; Editorial Deadline, February 2, 2022

Focus – Awards and Stories from Pork Congress
Prop 12 Follow-up Membership Survey Results Legislative Focus in 2022
Swine Spectacular New President's column IPC stories
MPP winners Cmte Day Notice

May/June 2022 – Insertion Deadline, March 18, 2022; Editorial Deadline: April 6, 2022

Focus – Pork Industry Forum Outcomes-Events
World Pork Expo Preview Schulz - Swine Summary/Outlook Regional Conf. Summary
Pulled Pork Madness New Board Member Feature Elections/Cmte Day Notice
Mexico Trade Mission

July/August 2022 – Insertion Deadline, May 20, 2022; Editorial Deadline: June 8, 2022

Focus – State and County Pork Promotions
New Board Member Feature WPX follow-up stories State Legislative summary
Malaysia/Indonesia Trade Mission IPPA President's Column IPPA Social Media Update

Sept/Oct 2022 – Insertion Deadline, July 15, 2022; Editorial Deadline: Aug. 3, 2022

Focus – Issues Management Update
Iowa Swine Day Stories Iowa State Fair Activities #Porktober22
Annual Meeting Notice IPPA/IPSC Scholarship Winners

Nov/Dec 2022 - Insertion Deadline, Sept. 16, 2022; Editorial Deadline: Oct. 5, 2022

Focus – Tenderloin Contest Winner
Iowa Pork Congress Preview Seminars Announcement Schulz -Economic Situation
Annual Meeting Notice Iowa Pork Alliance logos IPPA Committee Sign-up Info