

The official publication
of the Iowa Pork
Producers Association

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iowapork.org

2024 Advertising Rates & Specifications

PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

ISSUE	Insertion Deadline	Ad Material Due
January 2024	November 17 2023	December 1, 2023
March/April 2024	January 16	February 2, 2024
May/June 2024	March 19	April 5, 2024
July/Aug 2024	May 21	June 7, 2024
Sept/Oct 2024	July 16	August 2, 2024
Nov/Dec 2024	September 17	October 4, 2024

The Iowa Pork Producer magazine is mailed to approximately 20,000 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

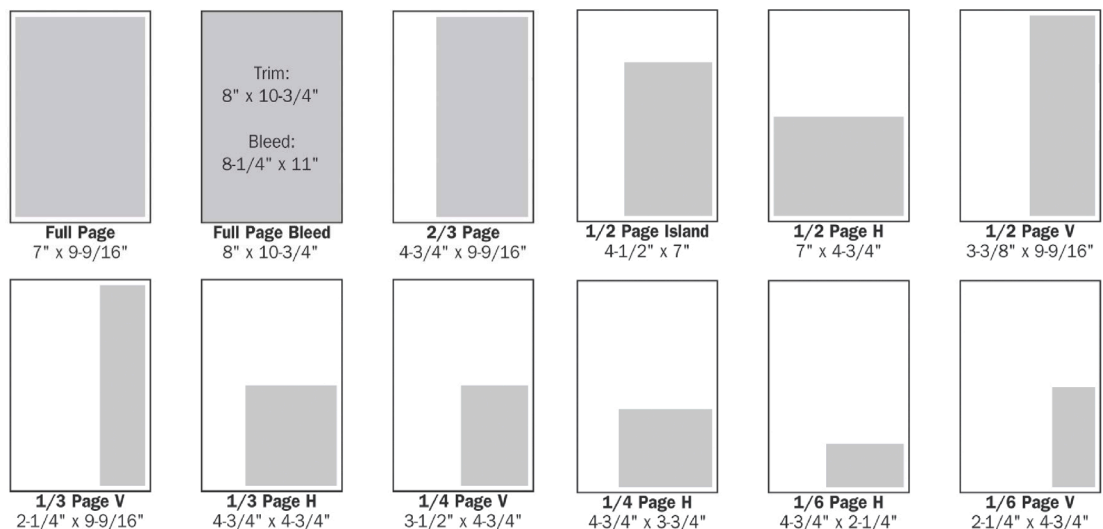
15% discount for 6 continuous issues

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



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**