



# IOWA Pork Producer

www.iowapork.org

The official publication of the Iowa Pork Producers Association



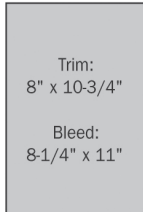
The Iowa Pork Producer magazine is mailed to approximately 20,000 pork producers, educators and allied business partners in all 50 states and Canada.

## 2019 Advertising Rates & Specifications

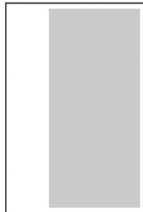
### AD DIMENSIONS



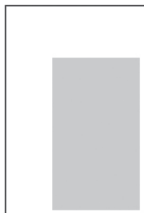
**Full Page**  
7" x 9-9/16"



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



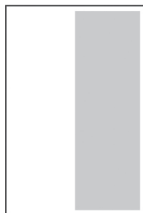
**2/3 Page**  
4-3/4" x 9-9/16"



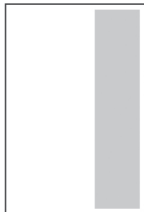
**1/2 Page Island**  
4-1/2" x 7"



**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 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

### PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

ISSUE	Insertion Deadline	Ad Material Due
January 2019	November 5	December 3
March 2019	January 11	February 1
May 2019	March 10	April 5
July 2019	May 10	June 7
September 2019	July 8	August 2
November 2019	September 6	October 4

### RATES

	4-color	B/W
Page .....	\$2,182	\$1,421
2/3 Page .....	1,827	1,091
1/2 Page, Island .....	1,726	990
1/2 Page .....	1,634	893
1/3 Page .....	1,472	726
1/4 Page .....	822	584
1/6 Page .....	711	482
Spread .....	4,009	

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

- \$102 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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