

# 2026 INSERT RATES

*Iowa Farmer Today*

*Illinois Farmer Today*

*Missouri Farmer Today*

## INSERT RATES & QUANTITIES

APPROX. INSERT QUANTITY

IOWA		PRICE PER PIECE	
Northeast	10,800	2 pages	10 cents
Southeast	9,200	4 pages	11 cents
Northwest	9,700	8 pages	13 cents
Southwest	8,800	12 pages	15 cents
Statewide	38,500	16 pages	17 cents
		20 pages	19 cents
		24 pages	21 cents
		28 pages	23 cents
		32 pages	25 cents
		40 pages	27 cents
		48 pages	29 cents

  

ILLINOIS	
Statewide	11,900

  

MISSOURI	
Statewide	9,600

Maximum page size of an insert is 10 1/2" x 11". Quantity needed includes qualified circulation, paid subscriptions, complimentary copies and overrun. A 2 page insert is a single sheet up to 10 1/2" x 11". A sample of the piece must be provided before a price quote is final. Call for current quantity and quote.

## SHIPPING INFORMATION

### IOWA FARMER TODAY

Omaha World Herald  
 C/O Iowa Farmer Today Preprints  
 (Issue Date & Advertiser Name)  
 Material Handling Center  
 1250 Capital Ave  
 Omaha, NE 68102

Receiving Hours: Monday - Friday: 8:00 AM to 4:00 PM.  
 402-444-1103 \*Must arrive 12 days prior to insertion date.

### MISSOURI FARMER TODAY AND ILLINOIS FARMER TODAY

IFT Publications  
 c/o Jefferson City News Tribune  
 2130 Schotthill Woods Dr.  
 Jefferson City, MO 65101

Receiving Hours: Monday - Friday, 8:00 AM to 4:30 PM.  
 Special arrangements may be made with prior notice.  
 Contact Jefferson City News Tribune Receiving at  
 573-761-0228 or 573-761-0214.

## DEADLINE

Must have confirmed order and inserts must arrive no later than 12 days prior to issue date. Inserts may not be available in all issues.

## CANCELLATION POLICY

The publisher reserves the right to reject or cancel any insert at any time.

## FREQUENCY DISCOUNT

5 Time Frequency.....	5%	15 Time Frequency.....	15%
10 Time Frequency.....	10%	20 Time Frequency.....	20%
		26 Time Frequency.....	25%

Discounts are for the number of inserts run in 12 months. These discounts are only for full edition(s) of Iowa, Illinois or Missouri Farmer Today. Any insert requiring a split does not qualify for a discount.

## TARGETED INSERTS

Targeted inserts based on geography are available. There is a minimum insert charge of \$1,000 and a \$350 split charge is also applied each time an edition is split. Contact your sales representative for availability, pricing and more information.

## POSITION/EXCLUSIVITY

Iowa, Illinois and Missouri Farmer Today are unbound publications. We cannot guarantee specific placement of inserts within these publications, nor allow for non-competitive placement as it relates to ROP advertising or other inserts. Multiple inserts in an issue appear together. We do not guarantee exclusivity.

## DELIVERY REQUIREMENTS

Must arrive 12 days prior to issue date. Inserts must be banded on 40" x 48" skids or boxed. Maximum weight per skid is 2,000 pounds, no higher than five feet. Iowa, Illinois or Missouri Farmer Today and the issue date of insert must be clearly indicated on outside of boxes or at least two sides of the skid. Each skid must display quantity and total number of boxes or skids in shipment.

## BULK RATE INDICIA

Postal regulations do not allow an outbound postal indicia to appear on an insert when mailed within Iowa, Illinois and Missouri Farmer Today. If the piece already has one we may be able to label over existing indicia for a nominal charge. In this case, we will need the inserts delivered at least two weeks prior to insertion date. Call 319-398-2640 for more information.

**800-475-6655 • SALES@IOWAFARMERTODAY.COM**