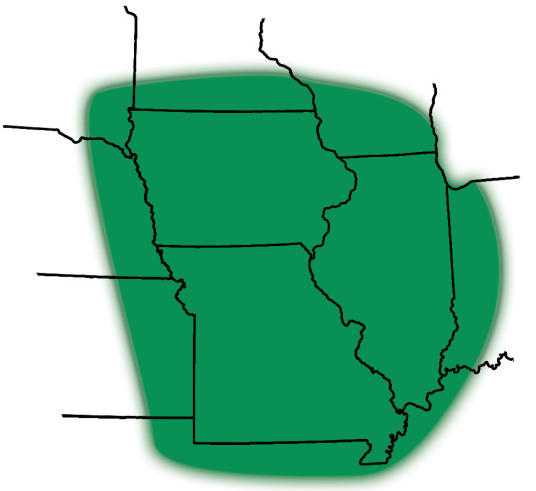
THE VALUE

GETTING THE MOST FOR YOUR MONEY IN 2020

Midwest Marketer strives to provide **THE BEST VALUE** for your advertising budget.



DISPLAY AD RATES

NET COST PER COLUMN INCH BY FREQUENCY DISCOUNT LEVEL

	1-3 weeks **OPEN RATE**	4-8 weeks **5% OFF**	9-16 weeks **10% OFF**	17-25 weeks **15% OFF**	26-51 weeks **20% OFF**	52 weeks **25% OFF**
Statewide	$38.00	$36.10	$34.20	$32.30	$30.40	$28.50

CLASSIFIED DISPLAY AD RATES

NET COST PER COLUMN INCH BY FREQUENCY DISCOUNT LEVEL

	1-3 weeks **OPEN RATE**	4-8 weeks **5% OFF**	9-16 weeks **10% OFF**	17-25 weeks **15% OFF**	26-51 weeks **20% OFF**	52 weeks **25% OFF**
Statewide	$38.00	$36.10	$34.20	$32.30	$30.40	$28.50

COLUMN DIMENSIONS: 1 Col.=1.83" 2 Col.=3.81" 3 Col.=5.79" 4 Col.=7.77" 5 Col.=9.75" PAGE HEIGHT: 10"

DISPLAY & CLASSIFIED COLOR RATES

Classified advertisers with a 20% or higher discount agreement in effect can receive free color in an ad that includes one or more color photos.

	Black +1	Black +2	Full Color
Statewide	$100	$125	$150

BANNERS

9.75" x 3" *Call for availability.*

Front Cover	**$1,000** includes full color
Page 2	**$570** regular color rates

SEEDSTOCK

$20 PER COLUMN INCH

1 1/2" Minimum, 1 column max width.
Seedstock ads only.
No other discounts apply.

AUCTION WAY

$150 PER INSERTION

FEATURE SIZE: 5 3/4" W x 5 3/4" T
REGULAR SIZE: 1 7/8" W x 2 3/4" T
Includes full color on both positions.
Call for availability.

AD DEADLINES

DISPLAY:
THURSDAY, 10 AM week prior to publication

CLASSIFIED & SEEDSTOCK:
MONDAY, 4 PM week of publication

LIVESTOCK AUCTION:
TUESDAY, 4 PM week of publication

INSERTS

2-Page .....10¢ ea.
4-Page .....11¢ ea.
8-Page .....13¢ ea.
12-Page .....15¢ ea.

More sizes available. Must arrive 10 days prior to issue date.
Call for quantities and delivery address.
$1,000 minimum insert chage.

DISCOUNTS

Volume discounts also available.

Midwest MARKETER
1065 SIERRA CT NE, ST. B,
CEDAR RAPIDS, IA 52402
800-475-6655