

# 2026 INSERT RATES

## Insert Rates & Quantities

PRICE PER PIECE	
2 pages	10 cents
4 pages	11 cents
8 pages	13 cents
12 pages	15 cents
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

Approximately 23,200 inserts will be needed.

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

Midwest Marketer is delivered as a supplement to Iowa Farmer Today, Illinois Farmer Today and Missouri Farmer Today. As such, it is inserted into these host publications. We have two separate printing/shipping locations for Midwest Marketer. Please ship insert quantities as shown below.

### SHIP 14,000 TO BE INSERTED INTO IOWA FARMER TODAY

Omaha World Herald  
C/O Iowa Farmer Today Preprints (Advertiser & Issue Date)  
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.

### SHIP 9,200 TO BE INSERTED INTO 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%    20 Time Frequency ..... 20%  
10 Time Frequency ..... 10%    26 Time Frequency ..... 25%  
15 Time Frequency ..... 15%

Discounts are for the number of inserts run in 12 months.

## Position/Exclusivity

Inserts sold into Midwest Marketer are also inserted into the host publication along with Midwest Marketer. They are not actually inside Midwest Marketer. We cannot guarantee specific placement of inserts within the publication, nor allow for non-competitive placement as it relates to ROP advertising. 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. Midwest Marketer 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 with Midwest Marketer. 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.

*Midwest***MARKETER**

800-475-6655

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