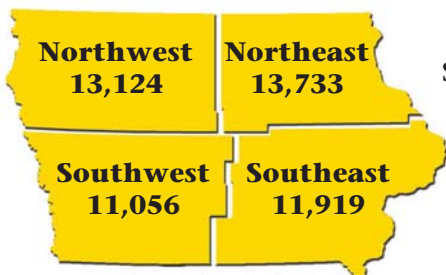


Iowa Farmer Today

Display Advertising Rates

All rates are net

Qualified Circulation



Statewide Qualified Circulation: 49,832

Circulation includes approximately 12,376 in adjacent states.

Iowa Farmer Today is a controlled circulation publication audited by Alliance for Audited Media. Qualified farmers own or operate 75 or more acres of land, or raise 200+ hogs or 30+ cattle in Iowa or adjacent states.

Display Rates Per Column Inch

Statewide	\$111.00
Northeast	\$38.00
Southeast	\$31.50
Northwest	\$35.00
Southwest	\$26.10

Display Color Rates

	Black+1	Black+2	4/color
Statewide	\$510	\$595	\$850
1 edition	\$255.....	\$340.....	\$510
2 editions	\$340.....	\$425.....	\$595
3 editions	\$425.....	\$510.....	\$680

Deadlines

Iowa Farmer Today is published weekly and issued on Saturday. Display ad deadline is 10:00 am, Thursday, 9 days prior to issue date.

Display Discounts

Multiple Edition Discounts

- 5% Discount on same size/color ad in 2 editions
- 10% Discount on same size/color ad in 3 editions
- Statewide rate already includes a 15% discount

Display Ad Units & Column Widths

Full Page	9 3/4" x 10"	1 Column	1 7/8"
Jr. Page.....	7 3/4" x 10"	2 Column	3 3/4"
1/2 Pg. Horz.....	9 3/4" x 5"	3 Column	5 3/4"
Page Spread.....	20" x 10"	4 Column	7 3/4"
Jr. Page Spread	16" x 10"	5 Column	9 3/4"
1/2 Pg. Horz. Sprd.	20" x 5"	<i>Page height is 10 inches.</i>	

Volume Discounts

120 col. inches	5%
240 col. inches	10%
600 col. inches	15%
1200 col. inches	20%
2250+ col. inches ..	25%

Frequency Discounts

4-8 weeks	5%
9-16 weeks	10%
17-25 weeks	15%
26-51 weeks	20%
52 weeks	25%

Iowa Farmer Today frequency and volume discounts cannot be combined. Short rates will be applied at the end of the contract if frequency or volume requirements are not met.

Advertising Splits

\$350 per split

Apply when changing copy within an edition. There is no charge to change black plate between editions on a multiple-edition ad. Split chargers are not eligible for volume or frequency discounts. Not available every issue. Deadline is noon Wed. week prior to issue date.

Livestock Source & Rural Living

\$66.60 per column inch

Ads in either section must be related to the section content, at publisher's discretion. Ads run statewide and use display widths. All ads in Rural Living must focus on "rural living", not production agriculture. Publisher's decision is final, but accepted ads include items such as lawn & garden tractors, ATV's and other recreational vehicles, landscaping, nurseries, home furnishings, lawn care services, accessories for lawn tractors and items used around the rural homestead.

Advertising Policies

Iowa Farmer Today will not be responsible for more than one incorrect insertion and only for that portion of the ad that may have been rendered valueless by our error. **Iowa Farmer Today** does not assume any responsibility for errors or omissions beyond the cost of the ad itself. Each insertion is proof of publication and it is the responsibility of the advertiser to check it.

Livestock Source & Rural Living Color Rates

	Black+1	Black+2	4/color
Color Rate	\$300.....	\$400.....	\$500

1065 Sierra Ct NE Suite B, Cedar Rapids, IA 52402

800-475-6655 • 319-398-2640 • Fax: 319-398-2696

sales@iowafarmertoday.com • www.iowafarmertoday.com