

THE VALUE

GETTING THE MOST FOR YOUR MONEY

Iowa Farmer Today strives to provide **THE BEST VALUE** for your advertising budget.

DISPLAY AD RATES

NET COST PER COLUMN INCH BY EDITION & 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	\$111.00	\$105.45	\$99.90	\$94.35	\$88.80	\$83.25
Northeast	\$38.00	\$36.10	\$34.20	\$32.30	\$30.40	\$28.50
Southeast	\$31.50	\$29.93	\$28.35	\$26.78	\$25.20	\$23.63
Northwest	\$35.00	\$33.25	\$31.50	\$29.75	\$28.00	\$26.25
Southwest	\$26.10	\$24.80	\$23.49	\$22.19	\$20.88	\$19.58

DISPLAY 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 COLOR RATES

	Black +1	Black +2	Full Color
Statewide	\$510	\$595	\$850
One Edition	\$255	\$340	\$510
Two Editions	\$340	\$425	\$595
Three Editions	\$425	\$510	\$680

LIVESTOCK SOURCE & RURAL LIVING

Per Col. Inch	Black +1	Black +2	Full Color
\$66.60	\$300	\$400	\$500

Ads run statewide and use display column widths. Livestock Source ads must be livestock related. Rural Living ads must focus on "rural living", not production agriculture.

CLASSIFIED DISPLAY AD RATES

NET COST PER COLUMN INCH BY EDITION & 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	\$81.60	\$77.52	\$73.44	\$69.36	\$65.28	\$61.20
Northeast	\$28.00	\$26.60	\$25.20	\$23.80	\$22.40	\$21.00
Southeast	\$25.00	\$23.75	\$22.50	\$21.25	\$20.00	\$18.75
Northwest	\$25.00	\$23.75	\$22.50	\$21.25	\$20.00	\$18.75
Southwest	\$18.00	\$17.10	\$16.20	\$15.30	\$14.40	\$13.50

CLASSIFIED COLUMN DIMENSIONS: 1 Col.=1.34" 2 Col.=2.74" 3 Col.=4.14" 4 Col.=5.54" 5 Col.=6.94" 6 Col.=8.34" 7 Col.=9.74" PAGE HEIGHT: 10"

CLASSIFIED COLOR RATES

Classified advertisers on a 20% OR HIGHER discount, are eligible to receive **FREE COLOR** when a photo is included.

	Black +1	Black +2	Full Color
Statewide	\$300	\$400	\$500
One Edition	\$150	\$250	\$300
Two Editions	\$200	\$300	\$350
Three Editions	\$250	\$350	\$450

AD DEADLINES

DISPLAY:

THURSDAY, 10 AM week prior to publication

CLASSIFIED:

MONDAY, 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 charge. \$350 fee for each edition split.

All rates are net, effective 10.01.2018

ALSO

- Wrappers: standard & gatefold
- Cover Stickers: standard & heavy duty
- Front Cover Ads: upper & lower
- Sponsorships

Call for availability

DISCOUNTS

Volume and Multiple Edition discounts also available.

Iowa Farmer Today

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v01.2021