

Insert Rates & Quantities

Net rates effective November 2017

<u>Insert Quantity</u>	<u>Price Per Piece</u>
Iowa	2 pages — 10 cents
Northeast — 15,000	4 pages — 11 cents
Southeast — 12,750	8 pages — 13 cents
Northwest — 13,750	12 pages — 15 cents
Southwest — 11,750	16 pages — 17 cents
Statewide — 53,250	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	
North — 9,500	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.
South — 9,500	
Statewide — 19,000	
Missouri	
Statewide — 13,250	

Shipping Information

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 ten 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 10 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.

