

The official publication
of the Iowa Pork
Producers Association

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iowapork.org

2025 Advertising Rates & Specifications

PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

ISSUE	Insertion Deadline	Ad Material Due
January 2025	November 22, 2024	December 2, 2024
March/April 2025	January 17	February 3, 2025
May/June 2025	March 14	April 4, 2025
July/Aug 2025	May 16	June 6, 2025
Sept/Oct 2025	July 11	August 1, 2025
Nov/Dec 2025	September 12	October 3, 2025

The Iowa Pork Producer magazine is mailed to approximately 20,000 pork producers, educators and allied business partners in all 50 states and Canada.

RATES

Size	4-color	B/W
Spread	\$4,386	-
Page	\$2,382	\$1,551
2/3 Page	\$1,995	\$1,191
1/2 Page, Island	\$1,885	\$1,081
1/2 Page	\$1,783	\$975
1/3 Page	\$1,607	\$792
1/4 Page	\$897	\$637
1/6 Page	\$775	\$526

PRODUCER MARKET AD RATES


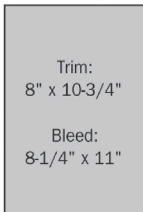
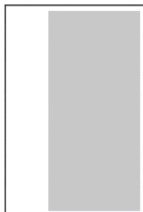
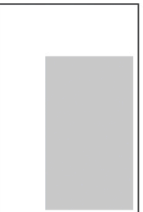








- \$107 per column inch
- 15% discount for 6 continuous issues
- Free ad alterations if art is supplied according to specifications, \$20 fee otherwise.
- \$50 one-time placement fee will apply to ads that do not meet art requirements
- Classified section also available for \$3.00 per word per issue!

Inserts Contact publisher for rates. Matched Color – \$250 over 2C
15% discount for 6 continuous issues
Art charges of \$80/hour will apply to ad building and edits

CONDITIONS

- All advertising subject to Publisher's approval.
- All orders must conform with the conditions set forth in this rate card, and we reserve the right to eliminate from all orders any clauses which do not comply.
- Advertisers agree to indemnify and defend the Publisher from any and all liability for content of advertisements.
- Publisher's liability on any ad is limited to the cost of that advertisement.
- Upon request, Publisher will submit proofs for typeset material if copy is submitted at least 10 days prior to closing date. Advertisement will appear as typeset without liability unless written revisions are received by closing date.
- Publisher will label editorial style copy with the word "Advertisement."
- We reserve the right to refuse copy which criticizes or mentions directly or indirectly other advertisers, products and services.
- Orders accepted at rates prevailing when advertisement is scheduled to appear.
- No change or cancellation accepted after the third business day before closing date. Special position and insert changes or cancellations require notice 30 days prior to issue date.
- Orders specifying position subject to Publisher's approval.

AD DIMENSIONS

					
Full Page 7" x 9-9/16"	Full Page Bleed 8" x 10-3/4" Trim: 8" x 10-3/4" Bleed: 8-1/4" x 11"	2/3 Page 4-3/4" x 9-9/16"	1/2 Page Island 4-1/2" x 7"	1/2 Page H 7" x 4-3/4"	1/2 Page V 3-3/8" x 9-9/16"
					
1/3 Page V 2-1/4" x 9-9/16"	1/3 Page H 4-3/4" x 4-3/4"	1/4 Page V 3-1/2" x 4-3/4"	1/4 Page H 4-3/4" x 3-3/4"	1/6 Page H 4-3/4" x 2-1/4"	1/6 Page V 2-1/4" x 4-3/4"

MECHANICALS

- Digital Files – Press-Quality PDF or InDesign files only. For InDesign files, be sure to include fonts, images and proof. Four-color materials must include high-quality color proof.
- Bleed – For copy that bleeds to gutter, allow 1/8" per page at gutter (1/4" total on spreads) for bindery trim.
- Matched Colors – Matched colors should be specified using PMS color numbers.
- Trim Size – 8" x 10-3/4".
- Printing – Web offset. S.W.O.P.
- Binding – Saddle-stitched.

Send questions about
rates and ad requirements
to Doug Fricke,
dfricke@iowapork.org



**IOWA PORK
PRODUCERS ASSOCIATION**

IOWA Pork Producer iowapork.org

The official publication of the Iowa Pork Producers Association

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2025 Editorial Calendar

*Magazine content is subject to change. While the topics listed for each edition are planned, the development of current issues may change the content that runs in the magazine.

Regular columns planned for each issue include updates from the Iowa Pork Industry Center, Iowa Ag Literacy Foundation, Iowa Ag Water Alliance, CSIF, NPB, NPPC, and the Inside the Capitol column from our congressional delegation. A recipe page will also run in each issue.

January 2025 – Insertion Deadline: November 22, 2024

Editorial Deadline: December 13, 2024

Focus – Iowa Pork Congress Tradeshow Program and Directory: *President's Welcome, sponsorship acknowledgement, maps, New Product Showcase, Iowa Pork Congress events and schedules, Youth Leadership Team candidates & youth activities, IPPA program summary*

Legislative Outlook

Giving Tuesday

HOG and Top Producer winners

Bucks for Bacon Buddies

Sack Hunger

Pig to Plate/Midwest Pork Summit

March 2025 – Insertion Deadline: January 17

Editorial Deadline: February 14

Focus – Iowa Pork Congress Recap

Legislative update

New President's Column

Committee Day notice

Membership Survey results

Pork in the Pantry

Regional conferences

May 2025 – Insertion Deadline: March 14

Editorial Deadline: April 11

Focus – World Pork Expo preview

Schulz ISU Swine Summary/Outlook

IPPA Student Taste Event

Committee Day notice

Pulled Pork Madness

BBQ & Brew preview

New Board Member feature

July 2025 – Insertion Deadline: May 16

Editorial Deadline: June 13

Focus – State and County pork promotions

WPX follow up

State Legislative summary

IPPA President's column

New Board member feature

Pork in the Pantry wrap

State Fair preview

September 2025 – Insertion Deadline: July 11

Editorial Deadline: Aug. 15

Focus – State Fair wrap up

Issues management update

Annual meeting notice

#Porktober25

IPPA scholarship winners

Iowa Swine Day stories

Bacon Buddies wrap up

November 2025 - Insertion Deadline: Sept. 12

Editorial Deadline: Oct. 17

Focus – Tenderloin contest winner

Iowa Pork Congress preview

IPPA Committee sign-up

Annual meeting notice

Iowa Pork Alliance logos

Seminars announcement

Pork & Pinot

Send columns and articles to Kevin Hall at khall@iowapork.org