

Contact: David Larson, Sales Director | dave@larsonent.com | 515-440-2810

AUDIENCE

WHO READS ISR?

**98%
OF READERS**

own or operate a farm or ranch. The average size of their farm operation is **1061 acres.**

**ALMOST
TWO-THIRDS**

of recipients are thorough readers who normally read one-half or more of each issue, with an average reading time of **33 minutes/issue.**

**MORE THAN
50%**

of readers have taken some action within the past 12 months as a **result of seeing advertising** in the Iowa Soybean Review.

Iowa Soybean Review Readership Survey, June 2017

ABOUT ISR

Circulation: 37,500

Frequency: 8 issues per year

Distribution: mailed to Iowa soybean farmer members

ISR Mission: Iowa Soybean Review provides cutting-edge information on issues facing the soybean industry and help make soybean farmers more profitable. The Iowa Soybean Association uses the publication as its primary information distribution vehicle — reaching soybean producers, association members and Iowa agribusinesses.

DATES

Issue	Close Date	Art Due Date
October	8/1	8/10
November	9/1	9/10
December	10/1	10/10
January	11/1	11/10
February	12/1	12/10
March	1/2	1/10
Spring	3/1	3/10
Summer	5/1	5/10

* Subject to change. If any date listed falls on a Holiday or weekend, the respective due date is the first business day of the following week.

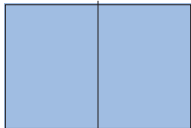
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RATES

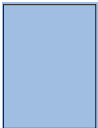
Ad Size	1X	3X	6X
2 Page Spread	\$9,400	\$9,100	\$8,800
Full Page	\$4,900	\$4,750	\$4,600
1/2 Page	\$2,800	\$2,650	\$2,550
1/4 Page	\$1,700	\$1,630	\$1,570

Premium Locations	Additional Fee
Outside Back Cover	+20%
Inside Front Cover	+15%
Inside Back Cover	+10%
Other	+10%

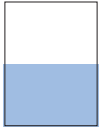
SPECS



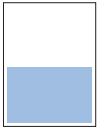
2 Page Spread
16.25" x 10.875"
Plus .125" bleed



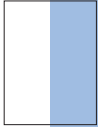
Full Page
8.125" x 10.875"
Plus .125" bleed



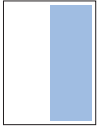
1/2 Page Horizontal-Bleed
8.125" x 5.4375"
Plus .125" bleed



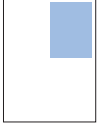
1/2 Page Horizontal
7.375" x 4.875"
no bleed



1/2 Page Vertical-Bleed
4.0625" x 10.875"
Plus .125" bleed



1/2 Page Vertical
3.625" x 10"
no bleed



1/4 Page
3.625" x 4.875"
no bleed

Email high resolution PDF
to David Larson at
dave@larsonent.com

POLICIES

Accounts

All rates listed are "net rates." Please call the sales director for confirmation.

All accounts are Net 30. Interest at the rate of 1.5 percent per month is charged on all accounts past due. The publisher reserves the right to request advance payment.

Policies

All contents are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time, including that which has been published previously.

Space orders are due on or before the advertising date, and may not be canceled by the advertiser after that date.

No conditions, printed or otherwise appearing on contracts, orders or copy instruction, which conflict with the publisher's policies, will be binding.

The publisher is not responsible for errors in key numbers.

All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.

In consideration of the acceptance of the advertisement, the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the publisher harmless against any expense arising from claims or actions against the publisher because of the publication of the content of the advertisement.

Rates and units of space are subject to change by the publisher, provided that announcement of any rate increase will be made at least two months in advance.

Rates are subject to postal rates fluctuation.

Ads submitted after the materials deadlines are accepted at ISR's discretion and may incur late charges.