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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Close Date</th>
<th>Art Due Date</th>
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<tbody>
<tr>
<td>October</td>
<td>8/1</td>
<td>8/10</td>
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<td>November</td>
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<td>December</td>
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<td>March</td>
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<td>Spring</td>
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<td>Summer</td>
<td>5/1</td>
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* 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.
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.