

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: 12 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 |
| April | 2/1 | 2/10 |
| May | 3/1 | 3/10 |
| June | 4/2 | 4/10 |
| July | 5/1 | 5/10 |
| August | 6/1 | 6/10 |
| September | 7/1 | 7/10 |

* 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.

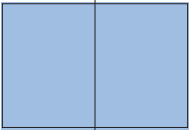
Contact: Ann Clinton, Editor | aclinton@iasoybeans.com | 515-334-1026

RATES

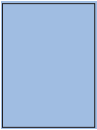
| Ad Size | 1X | 3X | 6X |
|---------------|---------|---------|---------|
| 2 Page Spread | \$9,400 | \$9,100 | \$8,800 |
| Full Page | \$4,900 | \$4,750 | \$4,600 |
| 1/2 Page | \$2,800 | \$2,650 | \$2,550 |
| 1/4 Page | \$1,700 | \$1,630 | \$1,570 |

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


SPECS



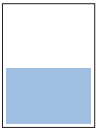
2 Page Spread
16.25" x 10.875"
Plus .125" bleed



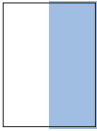
Full Page
8.125" x 10.875"
Plus .125" bleed




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 Ann Clinton at aclinton@iasoybeans.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.

Contact: Ann Clinton, Editor | aclinton@iasoybeans.com | 515-334-1026

AD SPACE RESERVATION

| 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% | |

DATES

| Issue - Check issue(s) that apply | |
|-----------------------------------|-----------|
| <input type="checkbox"/> | October |
| <input type="checkbox"/> | November |
| <input type="checkbox"/> | December |
| <input type="checkbox"/> | January |
| <input type="checkbox"/> | February |
| <input type="checkbox"/> | March |
| <input type="checkbox"/> | April |
| <input type="checkbox"/> | May |
| <input type="checkbox"/> | June |
| <input type="checkbox"/> | July |
| <input type="checkbox"/> | August |
| <input type="checkbox"/> | September |

NOTE: All rates listed above are net per insertion. Other sizes and special premium placements are available, please contact Ann Clinton for additional sizing options and prices.

ADVERTISER CONTACT

Name

Address

City, State, ZIP

Country

Email

Phone

CONFIRMATION AND RETURN INSTRUCTIONS:

Advertising insertion order listed and space/ad size marked above confirmed (non-cancelable) and booked for above and advertiser has read publisher's rate card and agrees to the terms therein:

Advertiser:

Date:

To confirm order, return a signed copy to Ann Clinton at aclinton@iasoybeans.com.

ANN CLINTON

Iowa Soybean Review, Editor

aclinton@iasoybeans.com | 515-251-8640