

## About **IOWA SOYBEAN REVIEW**

### ISR MISSION

*Iowa Soybean Review* provides cutting-edge information on issues facing the soybean industry and helps make soybean farmers more profitable. The Iowa Soybean Association uses the award-winning publication as its primary information distribution vehicle — reaching soybean farmers, association members and Iowa agribusinesses.



**Mailed to Iowa  
soybean farmers**



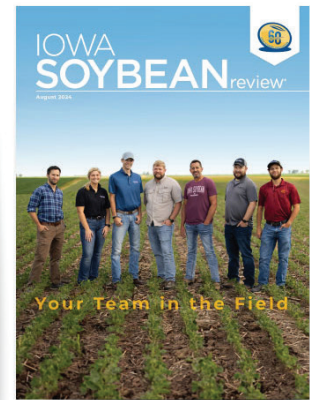
**Available  
online**



**37,500  
circulation**



**12 issues  
per year**



## Who reads **IOWA SOYBEAN REVIEW?**

# 98%

of readers own or operate a farm or ranch. The average size of their farm is 1,061 acres.

# Nearly 66%

of recipients read one-half or more of each issue, with an average reading time of **33 minutes per issue**.

# Almost 60%

of recipients are regular readers who have **read at least 3 out of the last 4 issues**.

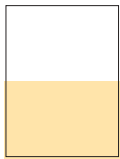
# More than 50%

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

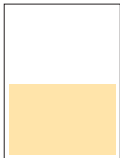
## SPECS FOR PRINT ADS



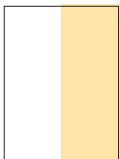
**Full page with bleed**  
8.125" x 10.875" + .125" bleed



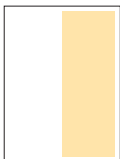
**Half page horizontal with bleed**  
8.125" x 5.4375" + .125" bleed



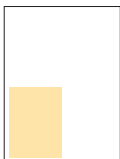
**Half page horizontal no bleed**  
7.125" x 4.4375"



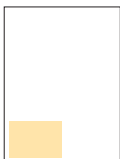
**Half page vertical with bleed**  
4.0625" x 10.875" + .125" bleed



**Half page vertical no bleed**  
3.625" x 9.875"



**Quarter page**  
3.5" x 4.8125" + .125" bleed



**Business card**  
3.5" x 2.3438" + .125" bleed

## FOR PRINT AD SUBMISSION:

Email high resolution PDF to Bethany Baratta at [bbaratta@iasoybeans.com](mailto:bbaratta@iasoybeans.com)

## SPECS FOR DIGITAL ADVERTISING:

Only available to those who book three or more ads.

Send **two** JPG ads, with the following specs:

- Desktop: 885 x 200 px
- Mobile: 500 x 500 px
- File size below 150 KB
- Include the URL to the landing page of the ad

## 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
Half Page	\$2,800	\$2,650	\$2,550
Quarter Page	\$1,400	\$1,300	\$1,200
Business Card	\$700	\$650	\$600

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

Note: All rates listed above are net per insertion. Other sizes and special premium placements are available, please contact Bethany Baratta, ISR editor, at 515-334-1020, for additional sizing options and prices. Dates are 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.**

**MONTHS SELECTED**

Check month(s) that apply	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

**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% 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.

**ADVERTISER CONTACT**

Name

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Address

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City, State, ZIP

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Country

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Email

Phone

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**CONFIRMATION AND RETURN INSTRUCTIONS:**

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

Advertiser:

Date:

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To confirm order, return a signed copy to Bethany Baratta at [bbaratta@iasoybeans.com](mailto:bbaratta@iasoybeans.com).

**BETHANY BARATTA**

EDITOR, IOWA SOYBEAN REVIEW | [bbaratta@iasoybeans.com](mailto:bbaratta@iasoybeans.com) | 515-334-1020