

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.

RATE

Ad Size	4X
Marketplace	\$3,400

DATES

Issue	Close Date	Art Due Date
October	8/1	8/10
January	11/1	11/10
April	2/1	2/10
July	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.

SPECS

Marketplace

3.5" x 3"
no bleed



Email high resolution PDF to Kate Ziehm at kate@farmhousecommunication.com

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:

To confirm order, return a signed copy to Kate Ziehm at kate@farmhousecommunication.com.

KATE ZIEHM

Farmhouse Communication

kate@farmhousecommunication.com

518-925-6619

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: Kate Ziehm | kate@farmhousecommunication.com | 518-925-6619

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

	October
	November
	December
	January
	February
	March
	April
	May
	June
	July
	August
	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 Kate Ziehm at kate@farmhousecommunication.com.

KATE ZIEHM

FARMHOUSE Communication

kate@farmhousecommunication.com | 518-925-6619