

Contact: Kate Ziehm | [kate@farmhousecommunication.com](mailto: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  
is 1,061 acres.

**NEARLY  
TWO-THIRDS**

of recipients 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 + available online.

**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 publication as its primary information distribution vehicle — reaching soybean farmers, 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.

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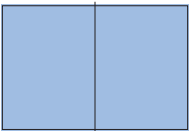
## RATES

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

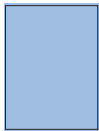
  

Premium Locations	Additional Fee
Outside back cover	+20%
Inside front cover	+15%
Inside back cover	+10%
Other	+10%

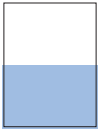
## SPECS



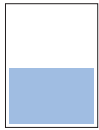
2 page spread  
**16.25" x 10.875"**  
Plus .125" bleed



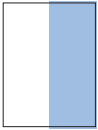
Full page  
**8.125" x 10.875"**  
Plus .125" bleed



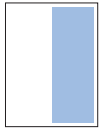
1/2 page horizontal-bleed  
**8.125" x 5.4375"**  
Plus .125" bleed



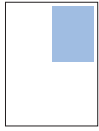
1/2 page horizontal  
**7.375" x 4.875"**  
no bleed



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 Kate Ziehm at  
[kate@farmhousecommunication.com](mailto:kate@farmhousecommunication.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.

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## AD SPACE RESERVATION

Ad Size	1X	3X	6X
2 page spread	\$9,400	\$9,100	\$8,800
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1/4 page	\$1,700	\$1,630	\$1,570
<b>Premium Locations</b>		<b>Additional Fee</b>	
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 Bethany Baratta, ISR editor, at 515-334-1020, for additional sizing options and prices.

## 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:

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Date:

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To confirm order, return a signed copy to Kate Ziehm at [kate@farmhousecommunication.com](mailto:kate@farmhousecommunication.com).

## KATE ZIEHM

FARMHOUSE Communication

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