

*Iowa's Most Popular Magazine!*

# OUR IOWA MAGAZINE



## Ad Rates, Specifications & Schedule

### ***"I read the ads first!"***

WE KEEP HEARING that from subscribers to *Our Iowa*. It's due to our unique **"Lucky I" Contest**. We hide a tiny "I" in just *three ads* in each issue and challenge readers to find them.

Thousands of readers *closely* scan each ad and when they've found all three, they send us a note to enter our drawing for prizes offered by advertisers—one winner per advertiser. Participating advertisers donate a prize valued at \$100—often a product or service—and in return, *their ad cost is reduced by \$100*.

**See the "Look What You Can Win" page** in any issue for details. While participation is optional, *each participant gets editorial mention on this page*. And *again* in the following issue when the winners are announced! Plus we *limit advertising* to just 25% of an issue...so your ad stands out even more!

**To sign up and join the fun**, tell your ad sales rep to include the discount on your contract. Find complete program details and the prize fulfillment schedule on page 4.

## Creating Your Advertisement

**Here are some things to keep in mind as you prepare your ad for our magazine:**

**SPACE CLOSING DATE:** Ad space closing dates are listed on page 3. To reserve space, contact our Ad Sales Rep who will send you an ad contract to sign and return. Or you may complete and return page 3.

Any changes to your ad reservation (size, orientation, issue, etc.) *must be requested by the space deadline* each issue. Neither advertiser nor its agent may cancel after the space closing date.

**AD COPY/MATERIALS DEADLINE:** Ad copy deadlines are listed on the rate card on page 3. Production schedule reminders will be emailed before each issue. Your ad needs to be print-ready by the ad copy deadline (requirements on page 2).

After your first ad, you may make changes to your existing ad, provide a new ad or repeat an ad. If you've scheduled another ad and materials are not received by the deadline, we may repeat your most recent ad.

Send ad copy or materials to the Ad Coordinator by email (preferred) or by mail to the address at right.

**FREE AD DESIGN SERVICE:** If you need help designing your ad, our professional design artist can assist. To start this process, send us *well before the deadline* your suggested theme/idea/text, plus all materials – digital format is preferred—including photos, your logo, etc.

For your ad to look its best, photos should be high resolution since we print at 300 dpi. A draft of your ad will be sent by email for you to review and approve.

**BONUS WEB LISTING!** We'll include a link to your website on our "Fun Places to Go and Shop" page.

### **ADVERTISING CONTACTS:**

**Our Iowa Magazine**

**1510 Buckeye Avenue**

**Ames, IA 50010**

**Phone: 515/232-0075 Fax: 515/232-0074**



[OurIowaMagazine.com](http://OurIowaMagazine.com)

**Ad Sales:**

Maureen Schocker

[maureen@ouriowamagazine.com](mailto:maureen@ouriowamagazine.com)

**Ad Coordinator:** Mary Reilly

[adman@ouriowamagazine.com](mailto:adman@ouriowamagazine.com)

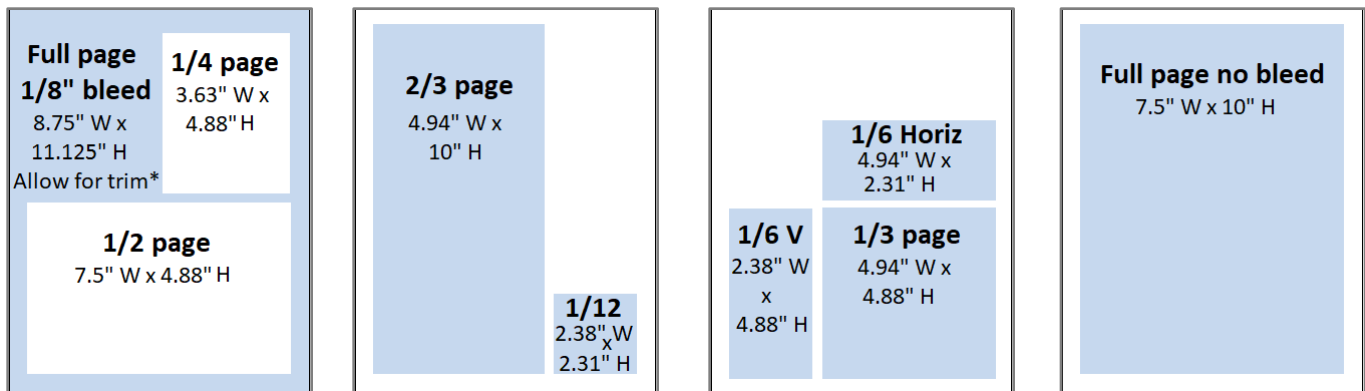
# Ad Sizes and Specifications

**IF YOU CREATE YOUR OWN AD**, please observe the following requirements for a **print-ready** ad. **Due dates** can be found on p. 3, your contract and our [website](#).

- ✓ **Software/Digital File Format:** Commercial press-quality PDF files are preferred, but TIFF and JPEG files are acceptable. If using MS Publisher, export to PDF before sending. If sending Adobe files, provide PDF also. No MS Word files accepted.
- ✓ **Artwork/Photos:** Must be at high-resolution. We print at 300 dpi, and pride ourselves on high-quality reproduction, so we need quality at the start. Save four-color images as CMYK. Images should be scanned at 300 dpi and line art should be scanned at 600-1200 dpi.
- ✓ **Color:** Specify colors as CMYK at 300 dpi. Pantone, PMS, RGB colors may not print properly and must be converted to CMYK process.
- ✓ **Fonts:** Must be embedded (preferred) or converted to outline.

- ✓ **Delivery:** Email files to the Ad Coordinator at [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com). For files over 10 MB, [upload to our cloud](#) portal or use a cloud storage service such as Dropbox. CDs can be mailed to: *Our Iowa* Attn: Ad Coordinator, 1510 Buckeye Avenue, Ames, IA 50010.
- ✓ **Proofs:** Ads will run as they are supplied. A color-correct proof copy is required if color-matching is desired. We will attempt to color match on press as closely as possible to what is provided. We are not responsible for misprinting of color ads without a color-correct proof.
- ✓ **Measurements:** Ads must be provided in accurate sizes AND orientation (see specifics below). Please no "bleed" or crop marks *except* for full-page ads with bleed as described below.

**NEED DESIGN SERVICE? QUESTIONS?** We're glad to help! Contact us by email at [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com) or by phone, 515/232-0075. [OurIowaMagazine.com](http://OurIowaMagazine.com).



Ad Size		Width		Height	
1/12	Page	2.38"	(2-3/8")	2.31"	(2-5/6")
1/6	Page Vertical	2.38"	(2-3/8")	4.88"	(4-7/8")
1/6	Page Horizontal	4.94"	(4-15/16")	2.31"	(2-5/6")
1/4	Page	3.63"	(3-5/8")	4.88"	(4-7/8")
1/3	Page	4.94"	(4-15/16")	4.88"	(4-7/8")
1/2	Page	7.50"	(7-1/2")	4.88"	(4-7/8")
2/3	Page	4.94"	(4-15/16")	10.00"	(10")
Full	Page No Bleed	7.50"	(7-1/2")	10.00"	(10")
Full*	Page 1/8" Bleed*	8.75"	(8-3/4")	11.125"	(11-1/8")

\*Measurements allow for 0.125" (1/8") trim. Trimmed page measures 8.5" x 10.875" (8-1/2" X 10-7/8"). Live area is 7.5" x 10". Keep live area 0.5" (1/2") inch from trim edge all around. Include crop marks.

# Advertising Insertion Order

Please **print** or type all info below. Make a copy for your files.

Advertiser _____	Billing Information (if different than at left) _____
Ad Contact _____	Company _____
Address 1 _____	Billing Contact _____
Address 2 (PO Box) _____	Address 1 _____
City/State/ZIP _____	Address 2 (PO Box) _____
Phone _____ Fax _____	City/State/ZIP _____
Email _____	Phone _____ Fax _____
Website _____	Email _____

**Ad Buyer/Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**NOTE** By signing, you agree to advertise as indicated below and as explained on pages 1, 2, & 4 of this packet. Cancellations before contract fulfillment may be short-rate billed. Confirmation receipt and ad summary will be emailed to you shortly. This agreement may be returned by **Mail: Our Iowa, 1510 Buckeye Avenue, Ames, IA 50010** or **Fax: 515/232-0074** or **Email: maureen@OurIowaMagazine.com**. For more information, contact Advertising Coordinator. **Phone: 515/232-0075** or **Email: adman@OurIowaMagazine.com**.

## 2018 - 2019 Issue Deadlines

Check box(es) and fill in rate for each issue you will advertise.

Issue	Space Closing*	Ad Copy*	Mail Date	Size*	Rate	(Lucky I*)	I will be billed:
<input type="checkbox"/> Feb/Mar 2019	Dec. 10	Dec. 13	Jan. 25	_____	_____	(-\$100) =	\$ _____
<input type="checkbox"/> Apr/May 2019	Feb. 14	Feb. 19	Mar. 27	_____	_____	(-\$100) =	\$ _____
<input type="checkbox"/> Jun/Jul 2019	Apr. 15	Apr. 19	May 28	_____	_____	(-\$100) =	\$ _____
<input type="checkbox"/> Aug/Sep 2019	Jun. 14	Jun. 20	Jul. 26	_____	_____	(-\$100) =	\$ _____
<input type="checkbox"/> Oct/Nov 2019	Aug. 15	Aug. 20	Sep. 26	_____	_____	(-\$100) =	\$ _____
<input type="checkbox"/> Dec/Jan 2020	Oct. 15	Oct 18	Nov. 27	_____	_____	(-\$100) =	\$ _____

*\*NOTE: This insertion order expires and must be submitted by Dec. 10. Ad must be print-ready on ad copy date. Request our free design service well in advance. Dates with \* are approximate. Schedule reminders will be emailed each issue for confirmed placements. Specify Horiz/Vert for 1/6<sup>th</sup> page. "Lucky I" discount applies if you elect to participate below.*

## Ad Sizes & Pricing

Rates are discounted for frequency. Cost of ad depends on size(s), frequency and participation in optional "Lucky I" Contest shown below. All rates are net.

### RATE is Per Issue

	6 Issues	5 Issues	4 issues	3 issues	2 issues	1 issue
<input checked="" type="checkbox"/> <u>Check desired size(s)</u> and <u>Circle rate(s)</u> for frequency. (Multiple sizes accepted.)						
<input type="checkbox"/> 1/12 page	\$294	\$318	\$348	\$378	\$395	\$420
<input type="checkbox"/> 1/6 page (Horiz or Vert)	\$432	\$480	\$510	\$552	\$594	\$630
<input type="checkbox"/> 1/4 page	\$594	\$654	\$720	\$750	\$768	\$792
<input type="checkbox"/> 1/3 page	\$768	\$846	\$948	\$966	\$984	\$1,008
<input type="checkbox"/> 1/2 page	\$1,134	\$1,248	\$1,362	\$1,428	\$1,458	\$1,486
<input type="checkbox"/> 2/3 page	\$1,488	\$1,650	\$1,794	\$1,896	\$1,968	\$2,046
<input type="checkbox"/> Full page	\$2,232	\$2,448	\$2,646	\$2,772	\$2,838	\$2,898
<input type="checkbox"/> Inside Back Cover	\$2,574	\$2,718	\$2,856	\$2,994	\$3,060	\$3,192

**Yes, I want to participate in the optional "Lucky I" Contest!** Each issue, I want to reduce the cost of my ad by \$100 in exchange for providing a reader prize valued at \$100. I will send this prize promptly to each issue's winner. (Our Iowa reserves the right to determine its value and appropriateness before agreement is final. See pages 1 & 4 for more details.) **Prize Description:** \_\_\_\_\_

# Advertising Terms & Conditions

**GENERAL CONDITIONS:** Advertisements are accepted upon representation that advertiser and/or agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any loss, expense, or other liability resulting from any claims or suits of libel, violation or right of privacy, plagiarism, copyright infringement, and any other claim that may arise out of publication of such advertising.

All contents of advertisements are subject to approval of the publisher. Neither advertiser nor its agent may cancel after the space closing date.

Positioning of advertisements is at the discretion of the publisher, unless otherwise arranged. Timely position and placement requests will be considered but are not guaranteed.

*Our Iowa* does not accept advertisements for partisan politics or solicitations for political support nor does the magazine accept advertising contrary to that allowed by the U.S. postal regulations.

**LIMITATIONS:** *Our Iowa* is not responsible or liable for advertiser-created or supplied ads that are prepared improperly. Ads are sent through pre-flight software before being placed, and we will make every effort to ensure that your ad runs properly. To the extent possible, the advertiser will be notified of incorrectly prepared ads and given the opportunity to correct any problems.

**BILLING:** Each ad is invoiced separately. Your ad invoice and ad tear sheet will be mailed to you at the billing address you listed on your contract when the issue is published. Payment is due in 30 days unless otherwise arranged. Payments by credit card are best handled by phone. Orders canceled before fulfillment of your contract may be subject to short-rate billing.

**LUCKY I PRIZE FULFILLMENT:** IF YOU ELECT to participate in the OPTIONAL "Lucky I" Contest, providing the prize you offer each issue fulfills your ad contract. The product/service should be a "stand alone" \$100 prize (i.e. does not require winner to spend money to claim its full value). Prizes cannot be multiple copies of identical items such as books. Prizes with an expiration date must expire a *minimum* of 6 months *after* the winner is announced (see schedule below).

By giving this prize, the *billable* portion of your ad cost each issue will be reduced by \$100. Advertisers are responsible for contacting winners to arrange prize delivery. The name and contact info of the winning reader of your prize will be mailed to you at the *billing address* (unless requested otherwise) when the winner's name is announced *in the following issue*. One reminder will be emailed several weeks later.

Please contact the winner and send this prize promptly. Remember that your prize is *offered* in the issue you advertise in and the winner is *announced* in the following issue. Therefore, *prize fulfillment is always an issue behind* the one you advertise in. Your winner must receive his or her prize within 5 weeks of being announced in the magazine, otherwise we may choose to award an alternate prize and invoice you \$100.

## **LUCKY I CONTEST SCHEDULE:**

Feb/Mar Ad = April prize winner: Announced in the Apr/May issue. Info mailed to you by 4/1.

Apr/May Ad = June prize winner: Announced in the Jun/Jul issue. Info mailed to you by 6/1.

Jun/Jul Ad = August prize winner: Announced in the Aug/Sep issue. Info mailed to you by 8/1.

Aug/Sep Ad = October prize winner: Announced in the Oct/Nov issue. Info mailed to you by 10/1.

Oct/Nov Ad = December prize winner: Announced in the Dec/Jan issue. Info mailed to you by 12/1.

Dec/Jan Ad = February prize winner: Announced in the Feb/Mar issue. Info mailed to you by 2/1.



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