

Welcome...

...To *Our Iowa*, the magazine that celebrates all that's great about living in Iowa. Every page is brimming with Iowa pride. No negative news in this magazine!

There are jaw-dropping photos of our beautiful land as well as in-depth feature articles. But the heart of each issue is conversational, lighthearted and engaging contributions shared by Iowans. Reading each issue is like sitting at the kitchen table and chatting with Iowa friends over coffee. Subscribers say it makes all Iowans neighbors.

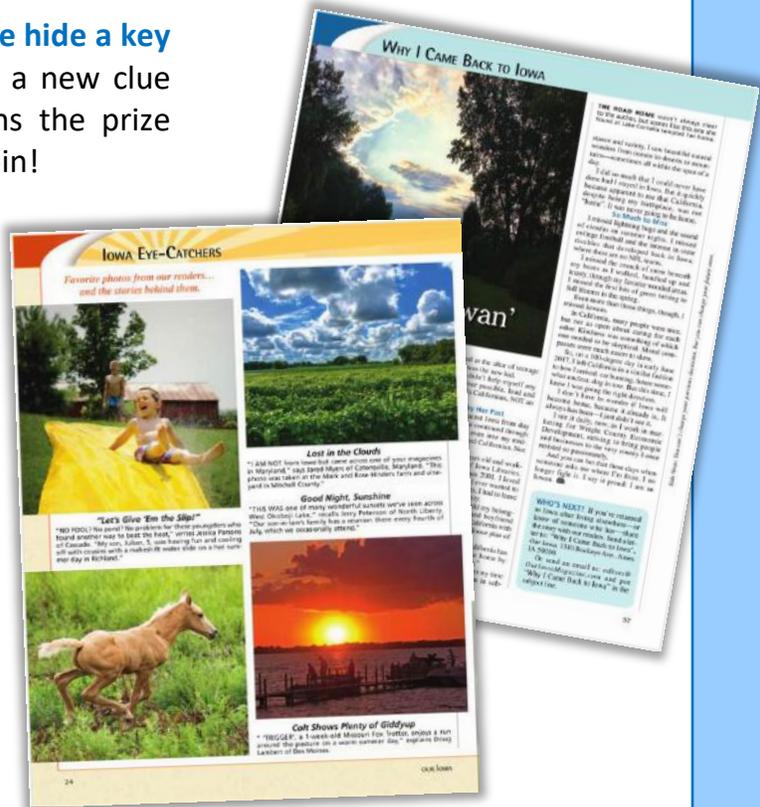
Then, there are the "off the wall" contests and wild ideas the editors are always coming up with to add fun to each issue. As our publisher Roy Reiman often says, "We have ideas we haven't even thought of yet!"

For example, in our "Iowa Treasure Hunt", we hide a key somewhere in a public park, then give readers a new clue every issue. The reader who finds the key wins the prize package. The latest: A weekend stay at a cozy cabin!

Then there's our "Lucky I" Contest, which is almost like paying people to read the ads. Talk about a marketer's dream! Page through this Media Kit to see why our readers often say, "I read the ads first!" Plus, we limit advertising to 25% of our pages. Ever hear of another magazine do that? So your message stands out even more.

Our readership is loyal. Many of our subscribers send gift subscriptions to family and friends...and those recipients give gift subscriptions too! No wonder our renewal rate tracks near 80%—that's twice the industry average! See why by calling or emailing our office to request a sample copy of *Our Iowa*.

It's fast become "Iowa's Magazine". It's printed on the best stock we can find...which results in readers raving about our "Look how beautiful Iowa is!" pictures. No wonder our paid circulation is over 90,000...and keeps growing.



(over)

“I Read the Ads First!”...What?

WAIT, WHAT? We work our tails off to seek out interesting stories, select beautiful photos, fuss over the design of each page...then subscribers tell us *they read the ads first*.

Yep, we hear it often—and our advertisers rave. In truth, we find these reader comments gratifying, because they tell us folks are having *fun* with our unique magazine.

Why do they read the ads first? Our popular “Lucky I” Contest encourages readers to scan the ads closely. In every issue, we hide a tiny letter “I” (a small version of the I in our logo) in just three ads. Readers have to find *all three* I’s to enter the drawing for that issue’s prizes. We’re not kidding either when we say we hide these I’s. We want it to be a challenge to find them, which adds to the fun for our readers and increases the amount of time they spend studying your ad to find them.

What are the prizes?

They’re products or services offered by advertisers who choose to participate in this first-of-its kind contest. We deduct \$100 off the price of their ad and in exchange they provide a reader-prize valued at \$100. Many of the prizes don’t cost advertisers \$100 out of pocket, so their ad cost is reduced.

For example, a chamber of commerce gave \$100 in “Chamber Bucks” as a prize and a bed-and-breakfast offered a free night’s stay. Winners can hardly wait to spend their winnings—and their own money too—when they travel to *your town* to shop and dine.

With this novel approach, subscribers have come to appreciate our advertisers...the more ads, the more prizes. No wonder we’re giving away thousands of dollars in prizes each issue! It’s like paying subscribers to read your ads!

Advertisers triple their exposure when they participate. First, there’s the ad itself, then editorial mention on another page that describes the prize...and then *again in the following issue* when we announce the winners and the prizes



they’ve won. That’s three “hits” for the price of one ad—no wonder advertisers love this contest!

Readers love it, too. In fact, we receive over 6,000 entries in the Lucky I Contest every issue. And note that they can’t enter by email—they need

to take the time to write the page numbers where they found the I’s, address a postcard or envelope, affix first-class postage and then mail their entry by the deadline. Who does that anymore?

We actually turn down ads! Another incentive to advertise in *Our Iowa*: Our pledge to limit advertising to no more than 25% of each issue (most magazines are 60% ads). When we hit our 25% limit, we turn down “late comers”. So reserve your space early.

Our goal is to support this magazine primarily through subscriptions...with advertising playing an important, but decidedly ancillary, role. This allows us to accept fewer ads and offer subscribers more stories. For marketers, it means your ads aren’t buried among hundreds of others. So, your message stands out even more!

“Our ‘Lucky I’ Contest encourages readers to scan the ads closely.”


Larry Wiebel, Editor

OUR
IOWA



1510 Buckeye Ave. • Ames, IA 50010 • 1-515/232-0075 • adman@OurIowaMagazine.com

(over)

We Couldn't Have Said it Better...

"I can tell the day that subscribers start receiving *Our Iowa* in the mail, without looking at a calendar. There is an immediate increase in the number of web site views and phone calls. It's proof our ads are working. —*Kirk Brandenberger, Keokuk Area Convention & Tourism Bureau*

"*Our Iowa* has been a key component in the success of our business and it is amazing how many calls we get based on ours ads in the magazine. The stories and photography are outstanding and I am pleased to be able to partner with *Our Iowa*. It mirrors our emphasis on quality."—*Gary Youngberg, Ames Silversmithing*

"I don't know of any other advertising that I do throughout the year where my money is better spent. The quality of *Our Iowa* and the huge circulation versus the cost of an advertisement makes this one of my easiest decisions. Very much a no brainer."—*Tom Callahan, Callahan Promotions, statewide arts & crafts fairs*

"It is interesting how many customers come in and say, 'I saw you in *Our Iowa* Magazine'. The winners of the Lucky I contest are very pleased with the \$100 gift certificate. Advertising is a big

expense and you want to make sure you are getting a lot of exposure. I feel *Our Iowa* Magazine does that." —*Becky Dietzler, Turkey River Mall, Elkader, IA*

"We do a survey of visitors asking them how they found out about us and *Our Iowa* is the #1 print media. Lucky I winners are delighted when they come. Nothing but positive comments from our visitors about the Park and *Our Iowa*. Love the magazine."—*Freda Damon, Manning Hausbarn-Heritage Park*

"We appreciate the statewide coverage that we get by advertising in *Our Iowa*. We believe in the Lucky I contest because it not only gives us a discounted price for the ad, but also because we receive winners who will come to our area to pick up their prize. —*Lana White, Mills County Tourism*

"I can't tell you how many people mention,, 'We saw your ad in *Our Iowa*', but it's a lot! With a limited advertising budget, we have to be very selective about where we spend those dollars. For good reason, *Our Iowa* always makes the cut."—*Renee Anderson, Harrison County Dev. Council for Loess Hills Alliance*

Advertise In "Iowa's Most Popular Magazine" For As Little As \$105/mo!



OUR
IOWA



1510 Buckeye Ave. • Ames, IA 50010 • 1-515/232-0075 • adman@OurIowaMagazine.com

(over)

Our Iowa Circulation

Total Paid Subscriptions 90,072 100%

- Iowa 68,436 76%
- Non-Iowa 21,636 24%

See next page for out-of-state detail

Newsstand Distribution 2,850

Single issues on sale across Iowa in all Hy-Vee stores, Fareway, Des Moines International airport, gift shops.

High-Traffic Non-paid 3,100

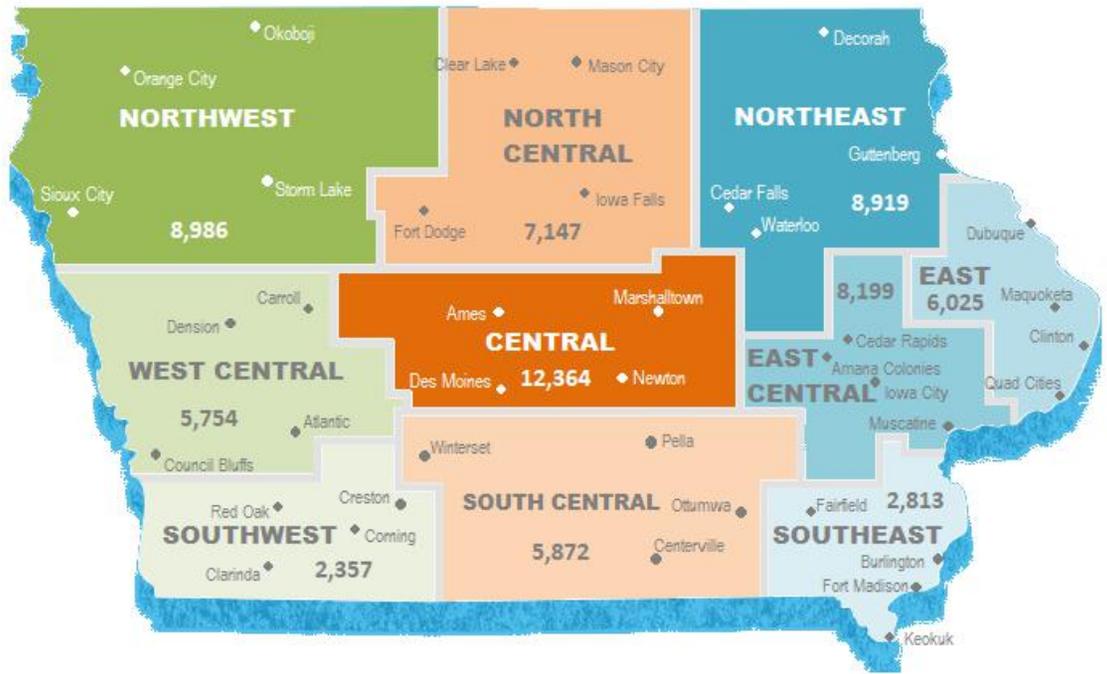
Copies in high-traffic waiting rooms of doctors, dentists, chiropractors, barbers across Iowa and Gateway Hotel & Conference Center – Ames.

Marketing & Misc. 600

Total Circulation Iowa 74,986

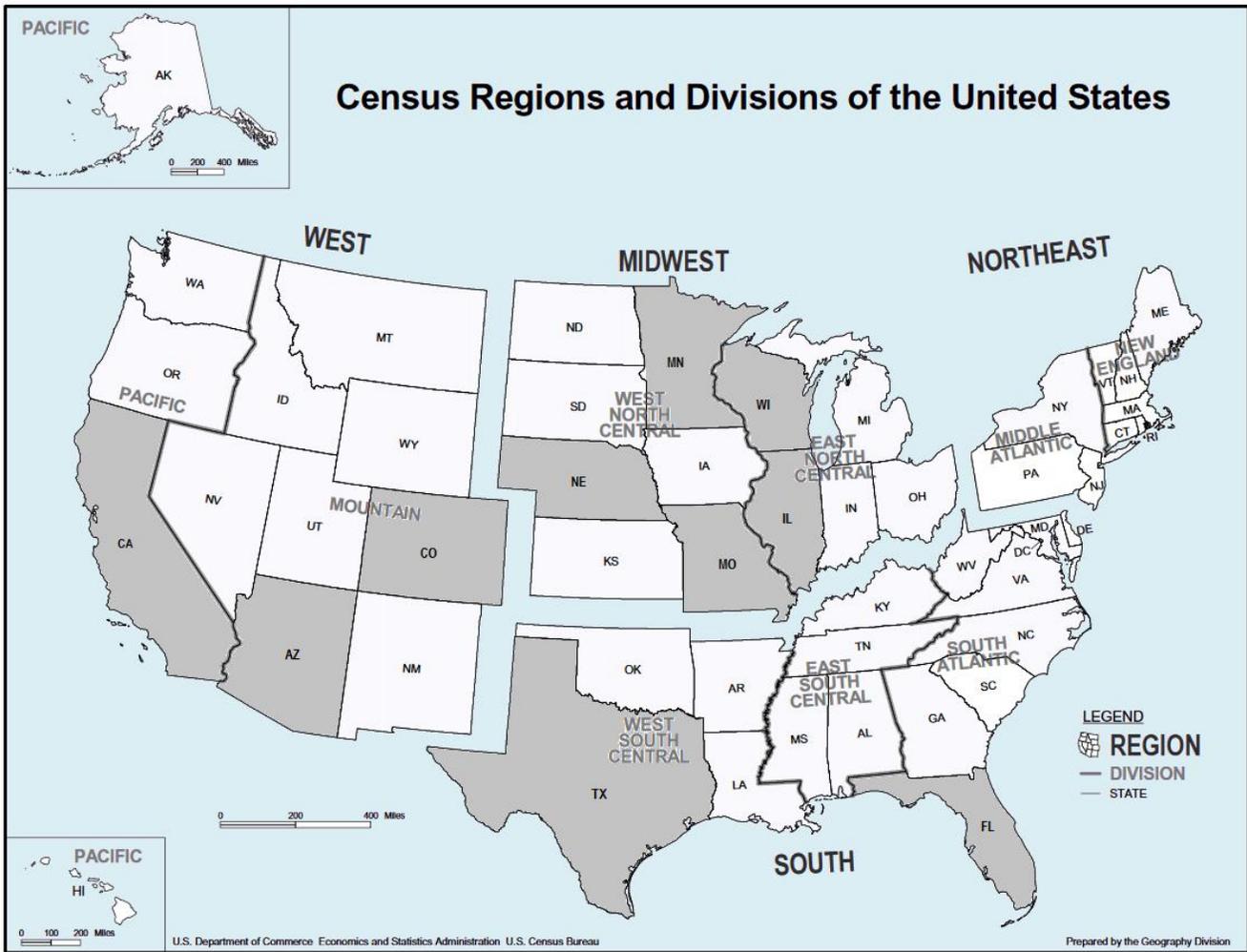
Grand Total Circulation 96,622

Pricing: Single issue \$5; 1-yr (6-issues) \$19.98; 2-yr (12-issues) \$34.98



IOWA REGION	Rural	Urban/Mix	Total Paid Iowa Subscriptions	
	Iowa Subscribers	Iowa Subscribers	Qty	Percent of
WESTERN	22%	3%	17,097	25%
NORTHWEST - Sioux City, Storm Lake, Okoboji, Orange City	12%	1%	8,986	13%
WEST CENTRAL - Council Bluffs, Carroll, Denison, Atlantic	7%	2%	5,754	8%
SOUTHWEST - Clarinda, Creston, Corning, Red Oak	4%		2,357	4%
CENTRAL	19%	18%	25,383	37%
NORTH CENTRAL - Mason City, Clear Lake, Fort Dodge, Iowa Falls	8%	2%	7,147	10%
CENTRAL - Des Moines, Ames, Marshalltown, Newton	5%	13%	12,364	18%
SOUTH CENTRAL - Centerville, Ottumwa, Pella, Winterset	6%	3%	5,872	9%
EASTERN	15%	23%	25,956	38%
NORTHEAST - Waterloo, Cedar Falls, Guttenberg, Decorah	8%	5%	8,919	13%
EAST - Quad Cities, Dubuque, Clinton, Maquoketa	2%	7%	6,025	9%
EAST CENTRAL - Cedar Rapids, Iowa City, Muscatine, Amana Col.	4%	8%	8,199	12%
SOUTHEAST - Burlington, Fort Madison, Keokuk, Fairfield	2%	2%	2,813	4%
Grand Total	56%	44%	68,436	100%

Our Iowa Circulation Outside of Iowa



Source: U.S. Census Bureau, CDS Global Internal audit, Apr/May 2019 issue

TOP 10 STATES	Paid	Percentage
CALIFORNIA	1,902	14%
ARIZONA	1,797	13%
MINNESOTA	1,573	11%
COLORADO	1,511	11%
ILLINOIS	1,498	11%
TEXAS	1,478	11%
MISSOURI	1,345	10%
FLORIDA	1,155	8%
NEBRASKA	878	6%
WISCONSIN	674	5%
Grand Total	13,811	100%

BY U.S. REGION	Paid	Percentage
MIDWEST	7,987	36.9%
West North Central	4,654	21.5%
East North Central	3,333	15.4%
WEST	7,134	33.0%
Mountain	4,142	19.1%
Pacific	2,992	13.8%
SOUTH	5,246	24.2%
South Atlantic	2,530	11.7%
West South Central	2,140	9.9%
East South Central	576	2.7%
NORTHEAST	1,113	5.1%
Middle Atlantic	867	4.0%
New England	246	1.1%
FOREIGN	134	0.6%
International	107	0.5%
Canada	27	0.1%
U.S.	22	0.1%
Military	16	0.1%
Poss	6	0.0%
Grand Total	21,636	100.0%

Our Iowa Magazine

1510 Buckeye Avenue, Ames, IA 50010
515-232-0075; OurIowaMagazine.com

Our Iowa Magazine is published bi-monthly. To advertise or request more information please contact our Advertising Coordinator at adman@OurIowaMagazine.com.

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

Ad Sales:

Maureen Schocker

maureen@ouriowamagazine.com

Ad Coordinator: Mary Reilly

adman@ouriowamagazine.com

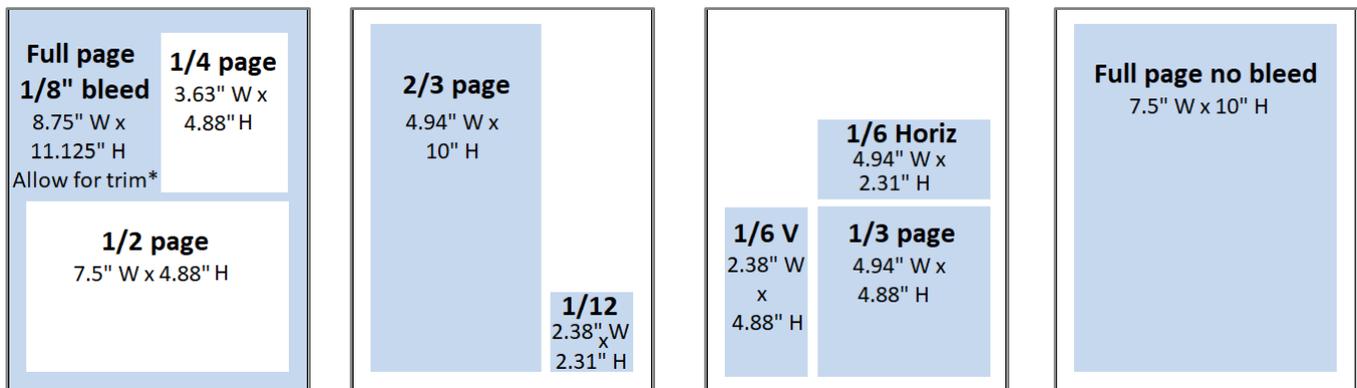
Ad Sizes and Specifications

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. 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 or by phone, 515/232-0075. OurIowaMagazine.com.



Ad Size		Width		Height	
1/12	Page	2.38"	(2-3/8")	2.31"	(2-5/16")
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"	(2-5/16")
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. Keep live area 0.5" (1/2") inch from edge all around. Safe area is 7.5" x 10". Final page in magazine will measure 8.5" x 10.875" (8-1/2" X 10-7/8"). Place crop marks here.

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**.

2022 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"/> Dec/Jan 2022	Oct. 15	Oct. 20	Nov. 23	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Feb/Mar 2022	Dec. 10*	Dec. 14*	Jan. 25*	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Apr/May 2022	Feb. 14*	Feb. 18*	Mar. 25*	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Jun/Jul 2022	Apr. 15*	Apr. 20*	May 25*	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Aug/Sep 2022	Jun. 15*	Jun. 20*	July 25*	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Oct/Nov 2022	Aug. 15*	Aug. 19*	Sep. 25*	_____	\$ _____	(-\$100) =	\$ _____

NOTE: This insertion order expires and **must be submitted by Oct. 15, 2021. 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 1/6th page. "Lucky I" discount applies if you elect to participate below.*

Ad Sizes & Pricing

Rates are discounted for frequency (1x - 6x commitment). Cost of each ad depends on size(s), frequency and participation in optional "Lucky I" Contest shown below. All rates are net.

RATE is Per Each Ad

	<u>6x</u>	<u>5x</u>	<u>4x</u>	<u>3x</u>	<u>2x</u>	<u>1x</u>
<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	\$309	\$335	\$362	\$388	\$415	\$441
<input type="checkbox"/> 1/6 page (Horiz or Vert)	\$463	\$503	\$542	\$582	\$622	\$662
<input type="checkbox"/> 1/4 page	\$653	\$697	\$741	\$784	\$828	\$871
<input type="checkbox"/> 1/3 page	\$832	\$887	\$942	\$998	\$1,053	\$1,109
<input type="checkbox"/> 1/2 page	\$1,228	\$1,309	\$1,391	\$1,473	\$1,555	\$1,637
<input type="checkbox"/> 2/3 page	\$1,688	\$1,800	\$1,913	\$2,026	\$2,138	\$2,251
<input type="checkbox"/> Full page	\$2,391	\$2,550	\$2,710	\$2,869	\$3,028	\$3,188
<input type="checkbox"/> Inside Back Cover	\$2,730	\$2,866	\$3,003	\$3,139	\$3,276	\$3,412

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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