

*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.

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## 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 us and we'll send an ad agreement to sign and return. Or you may complete and return page 3 of this packet.

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 due dates are listed on the rate card on page 3, our website and ad confirmations. 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 by email, upload to [ad design portal](#) 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. Additional charges apply only to materials you ask publisher to purchase for you.

### **ADVERTISING CONTACT:**

**Our Iowa Magazine**

**1510 Buckeye Avenue**

**Ames, IA 50010**

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

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

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



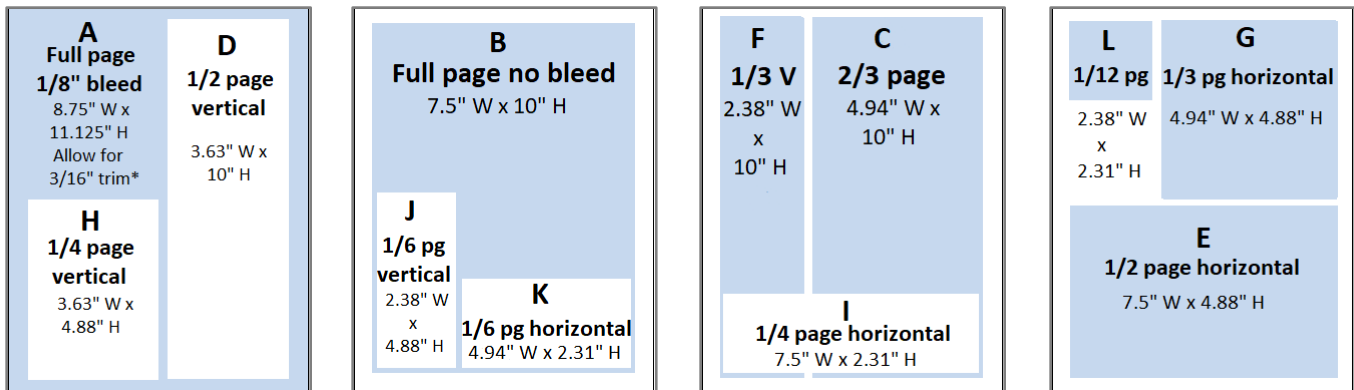
# Ad Sizes and Specifications

**IF YOU CREATE YOUR OWN AD**, please observe the following requirements for a **print-ready** ad. **Due dates** can be found on 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 [ad design 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/advertise](http://OurIowaMagazine.com/advertise)  
Ad materials upload: [OurIowaMagazine.com/materials](http://OurIowaMagazine.com/materials)



	<u>Ad Size</u>	<u>Width</u>	<u>Height</u>
A	Full Page (1/8" bleed*)	8.75" (8-3/4")	11.125" (11-1/8")
B	Full Page (No bleed)	7.5" (7-1/2")	10.00" (10")
C	2/3 Page	4.94" (4-15/16")	10.00" (10")
D	1/2 Page (Vertical)	3.63" (3-5/8")	10.00" (10")
E	1/2 Page (Horizontal)	7.50" (7-1/2")	4.88" (4-7/8")
F	1/3 Page (Vertical)	2.38" (2-3/8")	10.00" (10")
G	1/3 Page (Horizontal)	4.94" (4-15/16")	4.88" (4-7/8")
H	1/4 Page (Vertical)	3.63" (3-5/8")	4.88" (4-7/8")
I	1/4 Page (Horizontal)	7.50" (7-1/2")	2.31" (2-5/16")
J	1/6 Page (Vertical)	2.38" (2-3/8")	4.88" (4-7/8")
K	1/6 Page (Horizontal)	4.94" (4-15/16")	2.31" (2-5/16")
L	1/12 Page	2.38" (2-3/8")	2.31" (2-5/16")

\*Trim size of finished page is 8.5" x 10.875" (8-1/2" W x 10-7/8" H).



# 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 to: **Email:** [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com) or **Fax:** 515/232-0074 or **Mail:** **Our Iowa, 1510 Buckeye Avenue, Ames, IA 50010** or. For more information, contact Advertising Coordinator by **Phone:** 515/232-0075 or **Email:** [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com).

## 2023-2024 Issue Due Dates

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

<u>Issue</u>	<u>Space Closing*</u>	<u>Ad Copy*</u>	<u>Mail Date*</u>	<u>Size</u>	<u>Rate</u>	<u>(Lucky I*)</u>	<u>I will be billed:</u>
<input type="checkbox"/> Dec/Jan 2024	Oct. 10	Oct. 17	Nov. 21	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Feb/Mar 2024	Dec. 8	Dec. 13	Jan. 24	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Apr/May 2024	Feb. 9	Feb. 16	Mar. 25	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Jun/Jul 2024	Apr. 10	Apr. 17	May. 24	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Aug/Sep 2024	Jun. 10	Jun. 17	Jul. 24	_____	\$ _____	(-\$100) =	\$ _____
<input type="checkbox"/> Oct/Nov 2024	Aug. 9	Aug. 16	Sep. 24	_____	\$ _____	(-\$100) =	\$ _____

**\*NOTE:** This insertion order expires and must be submitted by Oct. 17, 2023. Ad must be print-ready on ad copy due date. Request our free design service well in advance. Dates subject to change. Reminders will be emailed each issue for confirmed placements. "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 (Horiz or Vert)	\$653	\$697	\$741	\$784	\$828	\$871
<input type="checkbox"/> 1/3 page (Horiz or Vert)	\$832	\$887	\$942	\$998	\$1,053	\$1,109
<input type="checkbox"/> 1/2 page (Horiz or Vert)	\$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 its agency has 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 (*Our Iowa*), unless otherwise arranged. Timely position and placement requests are considered but 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:** Publisher is not responsible or liable for advertiser-created or supplied ads that are prepared improperly. Ads are pre-flighted before being placed, and publisher 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.

**CONTRACTS & BILLING:** Your ad invoice and ad tear sheet will be mailed to you at the billing address shown on your contract when the issue is published. Payment is due in 30 days unless otherwise arranged. Publisher will also email your invoice with a link to pay online by credit card. Contact Ad Coordinator to arrange automatic credit card payments to pay invoice within 10 days of invoice date, normally between the 15th and 25th of the month prior to the magazine's cover date.

Publisher reserves the right to request payment in advance. 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. Prize descriptions are due by the space closing date. Our Iowa reserves the right to determine its value and appropriateness. The product/service should be a "stand alone" value of \$100 (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 winner of your prize will be sent by email and mail to the advertiser at the billing address (unless otherwise arranged) when the winner's name is announced in the issue following the publication of your ad.

Please contact the winner and send this prize promptly. Your winner must receive his or her prize within 5 weeks of being announced in the magazine, otherwise publisher may choose to award an alternate prize and invoice the advertiser \$100.

## **LUCKY I CONTEST SCHEDULE:**

Feb/Mar Ad = April prize winner: Announced in the Apr/May issue. Info sent to you by 4/1. Send prize by 5/5.  
Apr/May Ad = June prize winner: Announced in the Jun/Jul issue. Info sent to you by 6/1. Send prize by 7/5.  
Jun/Jul Ad = August prize winner: Announced in the Aug/Sep issue. Info sent to you by 8/1. Send prize by 9/5.  
Aug/Sep Ad = October prize winner: Announced in the Oct/Nov issue. Info sent to you by 10/1. Send prize by 11/5.  
Oct/Nov Ad = December prize winner: Announced in the Dec/Jan issue. Info sent to you by 12/1. Send prize by 1/5.  
Dec/Jan Ad = February prize winner: Announced in the Feb/Mar issue. Info sent to you by 2/1. Send prize by 3/5.



1510 Buckeye Avenue • Ames, IA 50010  
Phone: 515/232-0075 Fax: 515/232-0074  
Email: [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com)  
[OurIowaMagazine.com/advertise](http://OurIowaMagazine.com/advertise)

