

Soybean Review®



PUBLISHER'S STATEMENT

Published by – Iowa Soybean Association and Illinois Soybean Association, eight times per year

Purpose – To provide the latest information to producers on soybean production, marketing, value-added opportunities and issues facing the soybean industry.

In addition, the Iowa Soybean Association and Illinois Soybean Association will use the publications as the primary information distribution vehicle on how soybean checkoff funds are invested in research, market development and educational programs.

Target audience – Iowa and Illinois soybean producers

Total circulation – 70,000, soybean producers, association members and agribusinesses in Iowa and Illinois

Certified by –
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EDITORIAL CALENDAR

October
Biotechnology

November
SCN Management

December
Soybean Diseases
Iowa Insert: Iowa State University's Iowa Crop Performance Test – Soybeans, Listing of soybean varieties entered in the 2005 Iowa Crop, Performance Test. The *Iowa Soybean Review* has the first right of publication.
Illinois Insert: Varietal Information Program for Soybeans (VIPS), Soybean varietal results from the University of Illinois yield trials, as well as varietal information from 2,400 varieties in Illinois taken from University of Illinois and private plots throughout the state. Production and composition information will be included.

January
New Herbicide Choices

February
On-Farm™ Research

March
Livestock Industry

Spring
Soyfoods

Summer
Biobased Products/Biodiesel

*The editorial calendar highlights issue – emphasis themes. Some topics may be moved from one issue to another or may not be used. *Inserts subject to change.

PUBLICATION POLICIES

Accounts

- Commission discount of 15 percent to recognized advertising agencies. Please call the sales director for confirmation.
- All accounts are Net 30. Interest at the rate of 1-1/2 percent per month is charged on all accounts past due. The publisher reserves the right to request advance payment.

Regional advertising

- Based on geography or demographics – is available. (Plate change charges will apply.) Please call the sales director for an individual quote.

Inserts

- Inserts may be produced by the *Iowa Soybean Review* and *Illinois Soybean Review*.
- Schedules for production and mechanical information will be furnished upon request. Contact the sales director for individual quotes.

Publisher's 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 in effect at publication.

ADVERTISING RATES

IOWA AND ILLINOIS

Black & White

COLOR RATES

	1x	3x	6x	2 Color	4 Color
Full Page	\$4,410	\$4,080	\$3,925	\$900	\$1600
2/3 Page	\$3,170	\$2,925	\$2,635	—	—
1/2 Page	\$2,420	\$2,235	\$2,010	\$450	\$800
1/3 Page	\$1,750	\$1,615	\$1,455	—	—
1/4 Page	\$1,370	\$1,265	\$1,135	\$300	\$450
1/6 Page	\$1,045	\$965	\$870	—	—

COVER RATES (IOWA AND ILLINOIS)

	1x	3x	6x
Second and Third	\$6,580	\$6,325	\$6,180
Fourth	\$7,050	\$6,760	\$6,595

Note: Pages adjacent to inserts are considered second and third covers. State-specific insert adjacency rates will be quoted upon request.



ISSUE DATES

October
November
December
January
February
March
Spring
Summer
October
November
December

CLOSE DATES

August 27
September 27
October 15
November 22
December 27
January 24
March 11
June 10
August 26
September 30
October 28

PRINTING MATERIAL SPECIFICATIONS

We will accept materials in an electronic or digital format.

Digital files*

We will accept digital files on File Transfer Protocol (FTP) (see instructions below), e-mail files under 5 MB to AClinton@iasoybeans.com or CD in the following formats: Adobe Acrobat PDF/X1 a or Press Ready PDF – preferred; Adobe InDesign CS 4; QuarkXPress 7.0; Adobe Photoshop CS 4; Adobe Illustrator CS 4.

*Note: All support files and fonts must be supplied to ensure correct output. A proof of the ad must also be provided. **WE DO NOT ACCEPT:** files created in programs such as Microsoft Publisher, Microsoft Word or Power Point, TIF or JPEG files of less than 300 dpi. **Files created in these formats are not of publication quality.**

FTP: Upload files to our FTP site – preferred

Before uploading, please read the **Read Me** text in the directory. Please send a confirmation e-mail to Ann Clinton Millsap, Editor, AClinton@iasoybeans.com and CC to Shelby J. Ostrander, Senior Creative Advisor, sostrander@iasoybeans.com upon completion of file upload to inform us that the files have been uploaded.

Using FTP/SFTP client software log on with the following information:

Host: www.soybeanreview.com

User ID: srftp

Password: anonymous09

Initial directory: /public

Creative services: \$100 per hour • **Binding method:** Saddle-stitched • **Press:** Web offset

READER DEMOGRAPHICS

IOWA AND ILLINOIS

Soybean Acres

100+ Acre Producers	53,849
250+ Acre Producers	30,920
500+ Acre Producers	15,600
750+ Acre Producers	7,685
1,000+ Acre Producers	4,844
2,000+ Acre Producers	926

Corn Acres

100+ Acre Producers	60,986
250+ Acre Producers	34,993
500+ Acre Producers	18,424
750+ Acre Producers	9,307
1,000+ Acre Producers	5,995
2,000+ Acre Producers	1,216

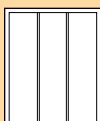
Total Planted Acres

100+ Acre Producers	73,004
250+ Acre Producers	54,172
500+ Acre Producers	35,168
750+ Acre Producers	23,759
1,000+ Acre Producers	17,407
2,000+ Acre Producers	5,487

Gross Farm Income

\$40,000+ Producers	73,553
\$100,000+ Producers	53,888
\$200,000+ Producers	35,730
\$500,000+ Producers	13,460
\$750,000+ Producers	7,312
\$1,000,000+ Producers	4,515

AD SIZE SPECIFICATIONS



Trim Size
8-1/8" x
10-7/8"



Full Page
7" x 10"



Bleed
Page
8-3/8" x
11-1/8"



Two Page Spread
15" x 10"



Bleed Spread
16-1/2" x 11-1/8"



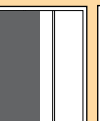
2/3 Page
Vertical
4-1/2" x 10"



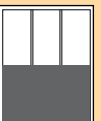
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3-1/2" x 10"



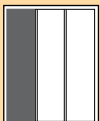
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7" x 4-7/8"



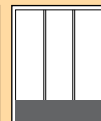
1/3 Page
Vertical
2-1/8" x 10"



1/3 Page
Horizontal
7" x 1-1/3"



1/4 Page
Vertical
3-1/2" x
4-7/8"



1/6 Page
Horizontal
2-1/8" x 5"