

Iowa Farm & Ranch is directly mailed to the top farmers in the 47 counties from Minnesota to Missouri, stretching from Interstate I-35 west to the Missouri River.

Targeted Operators: 23,516

Delivery Mode: Direct Mailed
Mailing Date: Traditionally the first week of each month

Percentage of Acres

95% of Corn Acres
95% of Soybean Acres
80% of Hay Acres

Overall, our subscription list represents 95% of all ag acres in our distribution area.

Advertising in Iowa Farm & Ranch is the most economical way to get your name out to prospective Western Iowa customers.

You'll put your message in the hands of more than 47,000 ag readers who need your services and products.

Don't miss the opportunity!

Put us to work for you!



1410 Broadway
P.O. Box 550
Denison, IA 51442

Voice: 712-263-2122 or 800-657-5889 (IA toll free)
Fax: 712-263-8484

A publication of the Denison Bulletin & Review

2011 Open Rates

| Size | Per Col. Inch | Total Ad Cost |
|--------------|---------------|---------------|
| General Rate | \$19.50 | n/a |
| ¼ Page | \$17.50 | \$406.88 |
| ½ Page | \$15.00 | \$697.50 |
| Full Page | \$13.00 | \$1,228.50 |

Contract Rates

| Per Column Inch | min. of 3 issues | 6+ issues |
|------------------|------------------|-----------|
| Less than ¼ Page | \$17.75 | \$15.75 |
| ¼ Page | \$16.75 | \$14.75 |
| ½ Page | \$14.50 | \$12.75 |
| Full Page | \$12.50 | \$11.00 |

| Total Rate Per Issue | min. of 3 issues | 6+ issues |
|----------------------|------------------|------------|
| Less than ¼ Page | n/a | n/a |
| ¼ Page | \$389.44 | \$366.19 |
| ½ Page | \$674.25 | \$592.88 |
| Full Page | \$1,181.25 | \$1,039.50 |

Other Information

| Columns | Width |
|---------|--------|
| 1 | 1.55" |
| 2 | 3.30" |
| 3 | 5.04" |
| 4 | 6.77" |
| 5 | 8.61" |
| 6 | 10.25" |

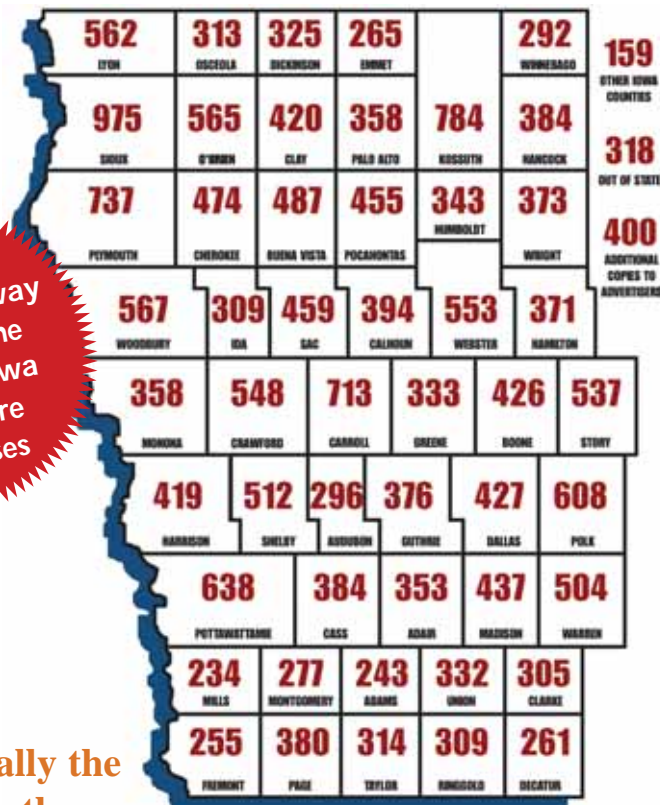
Page height is 15.75".

Process color is \$2/col inch with a \$30 minimum charge.

Copy deadline is traditionally the first Monday of the month.

We cover 98% of Western Iowa acres!

The most economical way to target the Western Iowa agriculture businesses



Read us online at www.IowaFarmAndRanch.com