

# IOWA Pork Producer

The official publication  
of the Iowa Pork  
Producers Association

Box 71009  
1636 NW 114th Street  
Clive, Iowa 50325  
(515) 225-7675  
(800) 372-7675  
FAX (515) 225-0563

[iowapork.org](http://iowapork.org)

## 2026 Advertising Rates & Specifications

### PLEASE NOTE THESE IMPORTANT ADVERTISING DEADLINES:

ISSUE	Insertion Deadline	Ad Material Due
January 2026	November 21, 2025	December 1, 2025
March 2026	January 16, 2026	February 2, 2026
May 2026	March 1, 2026	April 3, 2026
July 2026	May 15, 2026	June 5, 2026
Sept 2026	July 10, 2026	August 3, 2026
Nov 2026	September 1, 2026	October 2, 2026

The Iowa Pork Producer magazine is mailed to approximately 16,000 pork producers, educators and allied business partners in all 50 states and Canada.

### RATES

Size	4-color	B/W
Spread	\$4,386	-
Page	\$2,382	\$1,551
2/3 Page	\$1,995	\$1,191
1/2 Page, Island	\$1,885	\$1,081
1/2 Page	\$1,783	\$975
1/3 Page	\$1,607	\$792
1/4 Page	\$897	\$637
1/6 Page	\$775	\$526

### PRODUCER MARKET AD RATES


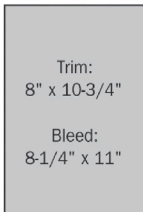
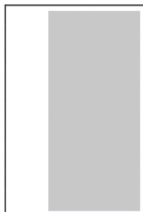
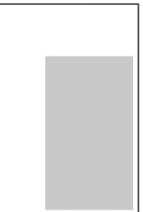








- \$107 per column inch
- 15% discount for 6 continuous issues
- Free ad alterations if art is supplied according to specifications, \$20 fee otherwise.
- \$50 one-time placement fee will apply to ads that do not meet art requirements
- Classified section also available for \$3.00 per word per issue!

**Inserts** Contact publisher for rates. Matched Color – \$250 over 2C  
15% discount for 6 continuous issues  
Art charges of \$80/hour will apply to ad building and edits

### CONDITIONS

- All advertising subject to Publisher's approval.
- All orders must conform with the conditions set forth in this rate card, and we reserve the right to eliminate from all orders any clauses which do not comply.
- Advertisers agree to indemnify and defend the Publisher from any and all liability for content of advertisements.
- Publisher's liability on any ad is limited to the cost of that advertisement.
- Upon request, Publisher will submit proofs for typeset material if copy is submitted at least 10 days prior to closing date. Advertisement will appear as typeset without liability unless written revisions are received by closing date.
- Publisher will label editorial style copy with the word "Advertisement."
- We reserve the right to refuse copy which criticizes or mentions directly or indirectly other advertisers, products and services.
- Orders accepted at rates prevailing when advertisement is scheduled to appear.
- No change or cancellation accepted after the third business day before closing date. Special position and insert changes or cancellations require notice 30 days prior to issue date.
- Orders specifying position subject to Publisher's approval.

### AD DIMENSIONS

					
<b>Full Page</b> 7" x 9-9/16"	<b>Full Page Bleed</b> 8" x 10-3/4"	<b>2/3 Page</b> 4-3/4" x 9-9/16"	<b>1/2 Page Island</b> 4-1/2" x 7"	<b>1/2 Page H</b> 7" x 4-3/4"	<b>1/2 Page V</b> 3-3/8" x 9-9/16"
					
<b>1/3 Page V</b> 2-1/4" x 9-9/16"	<b>1/3 Page H</b> 4-3/4" x 4-3/4"	<b>1/4 Page V</b> 3-1/2" x 4-3/4"	<b>1/4 Page H</b> 4-3/4" x 3-3/4"	<b>1/6 Page H</b> 4-3/4" x 2-1/4"	<b>1/6 Page V</b> 2-1/4" x 4-3/4"

### MECHANICALS

- Digital Files – Press-Quality PDF or InDesign files only. For InDesign files, be sure to include fonts, images and proof. Four-color materials must include high-quality color proof.
- Bleed – For copy that bleeds to gutter, allow 1/8" per page at gutter (1/4" total on spreads) for bindery trim.
- Matched Colors – Matched colors should be specified using PMS color numbers.
- Trim Size – 8" x 10-3/4".
- Printing – Web offset. S.W.O.P.
- Binding – Saddle-stitched.

Send questions about  
rates and ad requirements  
to Doug Fricke,  
[dfricke@iowapork.org](mailto:dfricke@iowapork.org)



**IOWA PORK**  
PRODUCERS ASSOCIATION

# IOWA Pork Producer

iowapork.org

The official publication of the Iowa Pork Producers Association

The Iowa Pork Producer magazine is mailed to approximately 20,000 pork producers, educators and allied business partners in all 50 states and Canada.

## 2026 Editorial Calendar

\*Magazine content is subject to change. While the topics listed for each edition are planned, the development of current issues may change the content that runs in the magazine.

Regular columns planned for each issue include updates from the Iowa Pork Industry Center, Iowa Ag Literacy Foundation, Iowa Ag Water Alliance, CSIF, NPB, NPPC, and a member of Iowa's congressional delegation. A recipe page, county organization updates, and a research article will also be featured.

### January 2026 – Insertion Deadline: November 21, 2025

### Editorial Deadline: December 12, 2025

**Focus – Iowa Pork Congress Tradeshow Program and Directory:** *President's Welcome, sponsorship acknowledgement, maps, New Product Showcase, Iowa Pork Congress events and schedules, Youth Leadership Team candidates & youth activities, IPPA program summary*

Legislative Outlook

Giving Tuesday

HOG and Top Producer winners

Bucks for Bacon Buddies

Sack Hunger

Pig to Plate

### March 2026 – Insertion Deadline: January 16

### Editorial Deadline: February 13

**Focus – Iowa Pork Congress Recap**

Legislative update

New President's Column

Committee Day notice

Annual Report

Collegiate Team

Regional conferences

### May 2026 – Insertion Deadline: March 13

### Editorial Deadline: April 10

**Focus – World Pork Expo preview**

Schulz ISU Swine Summary/Outlook

Basketball Top Producers

Committee Day notice

Pork in the Pantry

BBQ & Brew preview

New Board Member

### July 2026 – Insertion Deadline: May 15

### Editorial Deadline: June 12

**Focus – State and County pork promotions**

WPX follow up

State Legislative summary

IPPA President's column

New Board member feature

Pork in the Pantry wrap

State Fair preview

### September 2026 – Insertion Deadline: July 10

### Editorial Deadline: Aug. 14

**Focus – State Fair wrap up**

Issues management update

Annual meeting notice

#Porktober26 promotions

IPPA scholarship winners

Iowa Swine Day stories

Bacon Buddies wrap up

### November 2026 – Insertion Deadline: Sept. 11

### Editorial Deadline: Oct. 16

**Focus – Tenderloin contest winner**

Iowa Pork Congress preview

IPPA Committee sign-up

Annual meeting notice

Iowa Pork Alliance logos

Seminars announcement

Pork & Pinot

Send columns and articles to Kevin Hall at [khall@iowapork.org](mailto:khall@iowapork.org)



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