

# COVERAGE AREAS

## CENTRAL ISSUE STATES



## COUNTRYSIDE ISSUE STATES



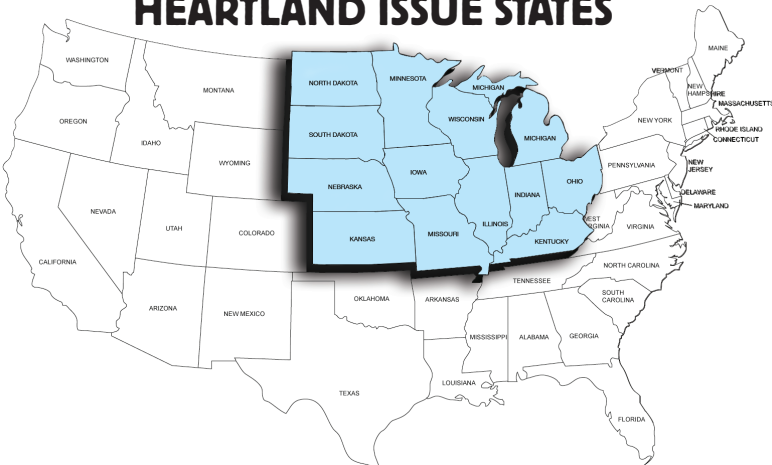
## NORTHERN BELT STATES - SNOW ISSUE ONLY -



*Each issue reaches  
a readership of  
approximately  
50,000 active buyers...*

*...including farmers,  
ranchers, and  
livestock & dairy  
producers.*

## HEARTLAND ISSUE STATES



## MIDWEST ISSUE STATES



# Tentative Schedule For 2021



**Ag Advantage**

**TENTATIVE SCHEDULE with EDITORIAL**

| <u>Issue</u>                       | <u>Month</u>      | <u>Editorial</u>               |
|------------------------------------|-------------------|--------------------------------|
| Spring Planting.....               | January.....      | Planting/Fertilizer            |
|                                    | Opens: 09/08/2020 | Closes: 11/24/2020             |
| Countryside .....                  | February .....    | Livestock                      |
|                                    | Opens: 10/06/2020 | Closes: 01/05/2021             |
| Midwest.....                       | March .....       | Landscaping/Mowing             |
|                                    | Opens: 10/27/2020 | Closes: 01/26/2021             |
| Spring Iowa.....                   | April.....        | Iowa Businesses                |
|                                    | Opens: 11/24/2020 | Closes: 02/16/2021             |
| Central .....                      | April.....        | Hay/Forage                     |
|                                    | Opens: 12/15/2020 | Closes: 03/16/2021             |
| Spring & Summer Special (NW) ..... | May .....         | Irrigation                     |
|                                    | Opens: 01/05/2020 | Closes: 04/06/2021             |
| Heartland.....                     | June .....        | Dairy                          |
|                                    | Opens: 01/26/2021 | Closes: 05/04/2021             |
| Summer Show .....                  | July .....        | Alternative Energy             |
|                                    | Opens: 02/16/2021 | Closes: 05/25/2021             |
| Midwest.....                       | August.....       | Bins & Bldgs.                  |
|                                    | Opens: 03/16/2021 | Closes: 06/15/2021             |
| Countryside .....                  | Aug./Sept.....    | Compact Tractors & Attachments |
|                                    | Opens: 04/06/2021 | Closes: 07/13/2021             |
| Fall Harvest .....                 | September.....    | Harvest                        |
|                                    | Opens: 05/04/2021 | Closes: 07/27/2021             |
| Northern Belt .....                | October .....     | Snow                           |
|                                    | Opens: 06/15/2021 | Closes: 09/07/2021             |
| Ranchers Special (NW) .....        | November .....    | Ranchers                       |
|                                    | Opens: 07/13/2021 | Closes: 10/05/2021             |
| Midwest Manufacturers .....        | December .....    | New Products                   |
|                                    | Opens: 08/17/2021 | Closes: 11/09/2021             |
| Winter Iowa .....                  | Dec./Jan.....     | Iowa Businesses                |
|                                    | Opens: 09/07/2021 | Closes: 11/30/2021             |
| Spring Planting.....               | Jan. 2022 .....   | Planting/Fertilizer            |
|                                    | Opens: 10/19/2021 |                                |

# Advertising Rates for 2021



**Ag Advantage**

**Advertising Rates for 2021**

## COVER PAGES

### Contract Rates

| AD SIZE .....                         | 1 Run.....   | 3 Runs ..... | 6+ Runs |
|---------------------------------------|--------------|--------------|---------|
| Front Cover Full Page (7.25"x7")..... | \$2800 ..... | \$2500 ..... | \$2300  |
| Back Cover Full Page (7.25"x8").....  | \$2400 ..... | \$2100 ..... | \$2000  |

\*Front & Back Covers are only available as a full page.

|                                                         |              |              |        |
|---------------------------------------------------------|--------------|--------------|--------|
| Inside Front Full Page (7.25"x9.75").....               | \$1950 ..... | \$1900 ..... | \$1850 |
| Inside Front Half Page (7.25"x4.75" or 3.5"x9.75")..... | \$1000 ..... | \$950 .....  | \$900  |
| Inside Front Quarter Page (3.5"x4.75").....             | \$525 .....  | \$500 .....  | \$475  |
| Inside Back Full Page (7.25"x9.75").....                | \$1775 ..... | \$1700 ..... | \$1625 |
| Inside Back Half Page (7.25"x4.75" or 3.5"x9.75").....  | \$875 .....  | \$850 .....  | \$825  |
| Inside Back Quarter Page (3.5"x4.75").....              | \$500 .....  | \$475 .....  | \$450  |

## FOUR COLOR

### Contract Rates

| AD SIZE .....                                          | 1 Run.....   | 3 Runs ..... | 6+ Runs |
|--------------------------------------------------------|--------------|--------------|---------|
| Page 1 - Full Page ONLY (7.25"x9.75") .....            | \$1600 ..... | \$1450 ..... | \$1200  |
| Full Page (7.25"x9.75").....                           | \$1450 ..... | \$1250 ..... | \$1115  |
| Half Page (7.25"x4.75" or 3.5"x9.75").....             | \$800 .....  | \$725 .....  | \$675   |
| Junior Page (7.25"x3.8275").....                       | \$600 .....  | \$550 .....  | \$525   |
| Quarter Page (3.5"x4.75").....                         | \$475 .....  | \$450 .....  | \$425   |
| Fifth Page / Activity Page Sponsor (7.25"x2.25") ..... | \$350 .....  | \$325 .....  | \$300   |
| 2x3 Block Ad (3.5"x2.75") .....                        | \$275 .....  | \$250 .....  | \$225   |
| Business Cards (3.5"x1.75").....                       | \$225 .....  | \$210 .....  | \$200   |
| Classified Ads (1.625"x1.75") .....                    | \$90 .....   |              |         |

Co-op Dealer Listings (up to 3 Locations - more location will be charged extra) ..... \$160

Group Dealer Listings (up to 3 Locations - more location will be charged extra) ..... \$140

**\*\*\*\*Logo is \$30 extra. \*\*\*\***

## SPECIALTY ADS

### Contract Rates

|                                                           |                          |
|-----------------------------------------------------------|--------------------------|
| Insert Cards (per issue - contract rates available) ..... | CALL FOR SPECIAL PRICING |
| Banner Ad on Our Website .....                            | \$500/month              |
| Video Feature on Our Website .....                        | \$750/month              |

*These rates effective October 11, 2018. NO EXCEPTIONS UNLESS AUTHORIZED!!*