

Missouri Soybean Farmer Magazine

2020 ADVERTISING INFORMATION

DEADLINES

	Reserve By	Content Due
February 2020	December 16	January 2
April 2020	February 17	March 2
June 2020	April 15	May 1
August 2020	June 15	July 1
October 2020	August 17	September 1
December 2020	October 15	November 2

Missouri Soybean Farmer magazine is an outstanding opportunity to reach row crop farmers across the Show-Me State, and to connect with agribusinesses, educators, and other industry stakeholders.

Missouri Soybean Farmer is published six times per year. It typically arrives in homes via USPS mail on or before the first of the issue month. The magazine is also available in an interactive, mobile friendly format at mosoy.org on or before the first of the issue month.

The magazine is distributed to members and affiliates of the Missouri Soybean Association, industry stakeholders and interested persons, as well as elected officials, at no charge. Circulation – 37,000.

ADDITIONAL INFORMATION

	Discounted Rate	Single Issue Rate
2-Page Spread	\$6,500	\$7,300
Back Cover	\$4,250	\$4,800
Inside Front Cover	\$4,250	\$4,800
Full Page	\$3,300	\$3,600
2/3 Page	\$2,150	\$2,400
1/2 Page	\$1,800	\$2,000
1/3 Page	\$1,350	\$1,500
1/4 Page	\$900	\$1,000

*All prices net.

- Electronic PDF files, high resolution, in CMYK, are preferred.
- Space orders canceled after the reservation deadline may be billed up to 100 percent of the published rate.
- Advertisement sizes listed below are minimum standards.
- The publisher is not responsible for errors in key numbers.
- The publisher reserves the right to reject or cancel any advertisement at any time, including that which has been previously published. Advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.
- Conditions attached to advertising content shall not be binding unless agreed upon in writing by both the advertiser and publisher.
- All accounts are net 30 days. Interest at a rate of 1.5 percent per month may be charged on all past due accounts.
- Advertisers are eligible for discounted rates when running in at least five of six consecutive issues.

STANDARD SIZES

Allow 0.25" bleeds.

2-Page Spread	14.75" x 10" (Bleed size: 16.25" x 11")	
Full Page	7" x 10" (Bleed size: 8.25" x 11")	
1/2 Page	3.5" x 10" (Vertical)	7" x 4.875" (Horizontal)
1/3 Page	2.125" x 10" (Vertical)	7" x 3.33" (Horizontal)
1/4 Page	2.75" x 5" (Vertical)	5" x 3.5" (Horizontal)
1/4 Page Banner	1.5" x 10" or 1.75" x 7"	



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