



**Our Iowa** and **Silos & Smokestacks National Heritage Area** have joined to offer partners the opportunity to be part of a full-page co-op ad in the **Aug/Sep 2019** issue of **Our Iowa**. This is a great way to showcase your site and attract visitors to your area and promote agricultural projects across the state.

**Your ad will reach over 90,000 paid subscribers!** And with pass along readership, single-issue sales and high-traffic copies, over 270,000 readers will see your ad. Your ad will stand out because *Our Iowa* limits advertising to 25% of the magazine's pages. Plus, our "Lucky I" contest encourages people to scan all ads closely. We hide a small letter "i" in just three ads each issue. Once readers find them, they mail their entries for a chance to win \$100 prizes provided by advertisers. Over 7,000 people enter each issue.

**Space is limited and is available on a first-come first-served basis. Reservations are due by May 1, 2019.**

**Note:** This co-op ad is guaranteed to run only if enough partners participate to fill the allotted space. Invoices will be mailed at time of publication. Terms—30 days net due. The Aug/Sep mail date is July 26.

**Materials Due: June 1, 2019**

**\*\*SAVE UP to 43%...  
Co-op Advertising is a Great Value!**

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

*Complete below if different from above*

Billing Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Billing Phone \_\_\_\_\_

Billing Email \_\_\_\_\_

Signature\* \_\_\_\_\_

Date \_\_\_\_\_

<input checked="" type="checkbox"/>	Ad Size	Rate
<input type="checkbox"/> Aug/Sep		

Ad Size	Dimension	Rate
1/12 page	2.38"W x 2.31"H	\$241
1/6 page	Horiz: 4.94"W x 2.31"H Vert: 2.38"W x 4.88"H	\$482
1/3 page	4.94"W x 4.88"H	\$964

*Our Iowa* will build your ad at no additional charge. Send high-resolution logos, images, content by deadline to [adman@ouriowamagazine.com](mailto:adman@ouriowamagazine.com). A proof of your ad will be emailed. If you're designing your own ad, refer to design specs online at [OurIowaMagazine.com](http://OurIowaMagazine.com) or request by email. **Return this completed form by email, fax or mail to:**

**Attn: Advertising | Our Iowa, 1510 Buckeye Ave. | Ames, IA 50010 | Phone: 515-232-0075 | Fax: 515-232-0074**

**\*By signing above,** you acknowledge that you have read and agree to the publisher's Advertising Terms & Conditions on reverse. No cancellations after the reservation due date. The Lucky I discount is NOT available on this ad buy.

**\*\*Versus regular 1X ad rates for same space. Savings varies depending on ad size.**

# Advertising Terms & Conditions

**GENERAL CONDITIONS:** Advertisements are accepted upon representation that advertiser and/or agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any loss, expense, or other liability resulting from any claims or suits of libel, violation or right of privacy, plagiarism, copyright infringement, and any other claim that may arise out of publication of such advertising.

All contents of advertisements are subject to approval of the publisher. Neither advertiser nor its agent may cancel after the space closing date.

Positioning of advertisements is at the discretion of the publisher, unless otherwise arranged. Timely position and placement requests will be considered but are not guaranteed.

*Our Iowa* does not accept advertisements for partisan politics or solicitations for political support nor does the magazine accept advertising contrary to that allowed by the U.S. postal regulations.

**LIMITATIONS:** *Our Iowa* is not responsible or liable for advertiser-created or supplied ads that are prepared improperly. Ads are sent through pre-flight software before being placed, and we will make every effort to ensure that your ad runs properly. To the extent possible, the advertiser will be notified of incorrectly prepared ads and given the opportunity to correct any problems.

**BILLING:** Each ad is invoiced separately. Your ad invoice and ad tear sheet will be mailed to you at the billing address you listed on your contract when the issue is published. Payment is due in 30 days unless otherwise arranged. Payments by credit card are best handled by phone. Orders canceled before fulfillment of your contract may be subject to short-rate billing.

**LUCKY I PRIZE FULFILLMENT:** IF YOU ELECT to participate in the OPTIONAL "Lucky I" Contest, providing the prize you offer each issue fulfills your ad contract. The product/service should be a "stand alone" \$100 prize (i.e. does not require winner to spend money to claim its full value). Prizes cannot be multiple copies of identical items such as books. Prizes with an expiration date must expire a *minimum* of 6 months *after* the winner is announced (see schedule below).

By giving this prize, the *billable* portion of your ad cost each issue will be reduced by \$100. Advertisers are responsible for contacting winners to arrange prize delivery. The name and contact info of the winning reader of your prize will be mailed to you at the *billing address* (unless requested otherwise) when the winner's name is announced *in the following issue*. One reminder will be emailed several weeks later.

Please contact the winner and send this prize promptly. Remember that your prize is *offered* in the issue you advertise in and the winner is *announced* in the following issue. Therefore, *prize fulfillment is always an issue behind* the one you advertise in. Your winner must receive his or her prize within 5 weeks of being announced in the magazine, otherwise we may choose to award an alternate prize and invoice you \$100.

## **LUCKY I CONTEST SCHEDULE:**

Feb/Mar Ad = April prize winner: Announced in the Apr/May issue. Info mailed to you by 4/1.

Apr/May Ad = June prize winner: Announced in the Jun/Jul issue. Info mailed to you by 6/1.

Jun/Jul Ad = August prize winner: Announced in the Aug/Sep issue. Info mailed to you by 8/1.

Aug/Sep Ad = October prize winner: Announced in the Oct/Nov issue. Info mailed to you by 10/1.

Oct/Nov Ad = December prize winner: Announced in the Dec/Jan issue. Info mailed to you by 12/1.

Dec/Jan Ad = February prize winner: Announced in the Feb/Mar issue. Info mailed to you by 2/1.



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