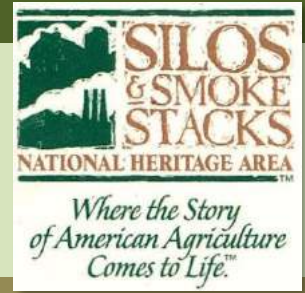




**\*\*SAVE UP to 40%...  
2020 Co-op Advertising  
is a Great Value!**



**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 **Jun/Jul (and/or) Aug/Sep 2020** issues 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. As many as 7,000 people enter each issue!

**Space is limited and is available on a first-come first-served basis. Reservations due: March 20, 2020. Materials Due: April 1 (J/J), June 1 (A/S)**

**Note:** These co-op ads are 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.

**Mail Dates:** Jun/Jul=May 26. Aug/Sep=July 24.

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 (specify H or V)	Rate (per ad)
<input type="checkbox"/>	Jun/Jul	
<input type="checkbox"/>	Aug/Sep	

**Instructions**

- Check the box for issue. *Write ad size and specify Horizontal or Vertical.*
- Write ad rate for each ad. *1 Issue = Use 1X rate. 2 Issues = Use 2X rate for each ad.*

Ad Size	Dimension	1X	2X
1/12 pg	2.38" W x 2.31" H	\$265	\$252
1/6 pg	Horiz: (4.94" W x 2.31" H) Vert: (2.38" W x 4.88" H)	\$504	\$478
1/4 pg	Horiz: (7.5" W x 2.31" H) Vert: (2.38" W x 7.44" H)	\$717	\$675

*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 the co-op ad design specs in this packet 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 and frequency.**

# 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.



1510 Buckeye Avenue • Ames, IA 50010  
Phone: 515/232-0075 Fax: 515/232-0074  
Email: [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com)  
[OurIowaMagazine.com](http://OurIowaMagazine.com)



## Guidelines for Building an Ad with Impact

### Welcome to the *Our Iowa* Family!

Thank you for advertising in *Our Iowa*, the magazine that celebrates all that's great about living in Iowa! Whether you're creating your own ad or using our free ad design service, we're delighted to help you build an attractive ad to appear in our pages!

**FREE AD DESIGN SERVICE** *Our Iowa* offers free ad design service for advertisers who request it. **Please note:** *We must receive your signed ad contract before we begin the ad-design process.*

**Design Process:** Our designer will be creating your ad electronically using professional design software. *We communicate with you primarily by email* so we request that you provide a reliable email address which you check frequently.

**To begin, we will need some things from you. Refer to the list at the right to gather your ideas and graphic materials.** Once you have done so, please send your materials to our Advertising Coordinator. Email: [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com). Or, you may upload to our cloud portal. If you are supplying printed materials for us to scan, bring them or mail them to our office at the address shown, ATTN: Ad Coordinator.

**Our Ad Coordinator will email you a proof of your ad to review.** We will work back and forth by email until you approve the ad. We suggest you print the proof at actual size for best representation of how it will look.

**AD COPY/MATERIALS DEADLINE** Production due dates are listed on your contract and our *website*. Your ad must be print-ready by the Ad Copy deadline, so *send your materials well in advance* to allow time for the design and proof review process. Each issue, we will remind you of due dates and request material by email.

After your first ad, you may make changes to your existing ad, provide a new ad or repeat an ad. If you've scheduled another ad and materials are not received by the deadline, we may repeat your most recent ad.

### Ad-Building Checklist

- **What is the main theme or message of your ad?**

Is it an event? A product or service? A place to visit? A good ad has a "call to action" through images and words. Aim to strike a balance between text and other elements to convey your message. Fewer words is usually better.

- **The look of your ad**

What are your preferences on the look you'd like for your ad? Consider colors, font styles, graphics, photos/illustrations, logos, etc. If you don't know, refer to other ads in *Our Iowa* for ideas. If we're designing your ad, do you have a website which shows us your "style?"

- **How should people contact you or learn more?**

By phone? Email? Website? Mail? Do you have a Facebook page or use other social media? Do you have a physical address to visit? Be sure to include these in your ad if important. We suggest including a phone number when possible as our readers are inclined to call.

- **Materials**

To clearly print to our standards, we **need high-resolution digital files** (300 dpi, minimum 1MB) in the photos, any art elements and the logo you wish to use. *With few exceptions, we cannot use images from your website to produce your ad.* Websites carry graphics that are too low in resolution for magazine production. Instead, we need the original graphics files if you'd like us to use them in your ad. If you have paper materials such as a brochure, we may be able to scan them.

**Refer to the next page for detailed specs** if you're building your own ad.

**QUESTIONS?** We're glad to help! Contact us by email at [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com) or by phone at 515/232-0075. *OurIowaMagazine.com*.

Advertising Coordinator: Mary Reilly



# Co-op Ad Sizes and Specifications

**If YOU CREATE YOUR OWN AD**, please observe the following requirements for a **print-ready** ad. **Due dates** can be found on your contract and our *website*.

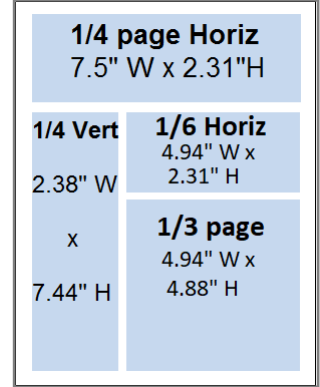
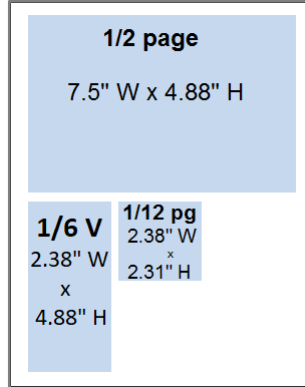
- ✓ **Software/Digital File Format:** Commercial press-quality PDF files are preferred, but TIFF and JPEG files are acceptable. If using MS Publisher, export to PDF before sending. If sending Adobe files, provide PDF also. No MS Word files accepted.
- ✓ **Artwork/Photos:** Must be at high-resolution. We print at 300 dpi, and pride ourselves on high-quality reproduction, so we need quality at the start. Save four-color images as CMYK. Images should be scanned at 300 dpi and line art should be scanned at 600-1200 dpi.
- ✓ **Color:** Specify colors as CMYK at 300 dpi. Pantone, PMS, RGB colors may not print properly and must be converted to CMYK process.
- ✓ **Fonts:** Must be embedded (preferred) or converted to outline.

- ✓ **Delivery:** Email files to the Ad Coordinator at *adman@OurIowaMagazine.com*. For files over 10 MB, *upload to our cloud* portal or use a cloud storage service such as Dropbox. CDs can be mailed to: *Our Iowa* Attn: Ad Coordinator, 1510 Buckeye Avenue, Ames, IA 50010.
- ✓ **Proofs:** Ads will run as they are supplied. A color-correct proof copy is required if color-matching is desired. We will attempt to color match on press as closely as possible to what is provided. We are not responsible for misprinting of color ads without a color-correct proof.
- ✓ **Measurements:** Ads must be provided in accurate sizes AND orientation (see specifics below). Please no "bleed" or crop marks *except* for full-page ads with bleed as described below.

**NEED DESIGN SERVICE? QUESTIONS?** We're glad to help! Contact us by email at *adman@OurIowaMagazine.com* or by phone, 515/232-0075. *OurIowaMagazine.com*.

## Note about Ad Sizes

Ad sizes for co-op ad participants are limited to those shown to the right and below. In some cases, the dimensions vary from our regular ad specs in order to accommodate the various sizes and layouts on a single page. Full-page dimensions are provided for reference. Please use this guide for your co-op ad design.



Ad Size		Width		Height	
1/12	Page	2.38"	(2-3/8")	2.31"	(2-5/16")
1/6	Page Vertical	2.38"	(2-3/8")	4.88"	(4-7/8")
1/6	Page Horizontal	4.94"	(4-15/16")	2.31"	(2-5/16")
1/4	Page Vertical	2.38"	(2-3/8")	7.44"	(7-7/16")
1/4	Page Horizontal	7.50"	(7-1/2")	2.31"	(2-5/16")
1/3	Page	4.94"	(4-15/16")	4.88"	(4-7/8")
1/2	Page	7.50"	(7-1/2")	4.88"	(4-7/8")
Full	Page No Bleed	7.50"	(7-1/2")	10.00"	(10")
Full*	Page 1/8" Bleed*	8.75"	(8-3/4")	11.125"	(11-1/8")

\*Measurements allow for 0.125" (1/8") trim. Live area is 7.5" x 10". Keep live area 0.5" (1/2") inch from trim edge all around. Include crop marks. Final page in magazine will measure 8.5" x 10.875" (8-1/2" X 10-7/8").