

# Illinois Field & Bean™

A PUBLICATION OF THE ILLINOIS SOYBEAN ASSOCIATION

## 2017 Advertising Rate Card

*Illinois Field & Bean* is published eight times a year on behalf of the Illinois Soybean Association (ISA), reaching Illinois' most progressive soybean farmers and key influencers. *Illinois Field & Bean* provides a focused editorial package of cutting edge information focused on soybean production, farmer profitability, industry issues and leadership. Advertising options in affiliation with the association provide a cost-effective means of comprehensively reaching the Illinois soybean and corn producer market.

**Amy Roady**  
 Publisher & Communications Director  
 Illinois Soybean Association

**Barb Baylor Anderson**  
 Managing Editor  
 Anderson and Associates  
 305 Valley View Drive  
 Edwardsville IL 62025

**Illinois Soybean Association**  
 1605 Commerce Parkway  
 Bloomington IL 61704  
 309-808-3610

### Send ad materials to:

Tony Green  
 Advertising Production Manager  
 DTN/*The Progressive Farmer*  
 2204 Lakeshore Drive, Suite 415  
 Birmingham, AL 35209  
 Phone: 205-414-4733  
 FAX: 205-414-4705  
 Tony.Green@DTN.com

**Ad Material FTP Site Download Detail:**  
 ftp.progressivefarmer.com  
 Password: pha2ESEx  
 User: pfcustompublishing

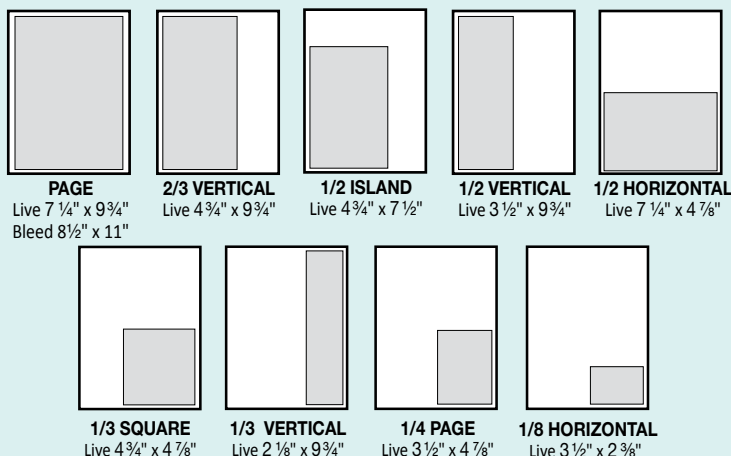
ISSUE	AD CLOSE	MATERIALS DUE	IN-HOME
January	12-12-16	12-09-16	01-16-17
February	01-06-17	01-13-17	02-17-17
March	02-10-17	02-17-17	03-20-17
May	04-07-17	04-14-17	05-16-17
July	06-16-17	06-23-17	07-24-17
September	08-11-17	08-18-17	09-19-17
November	10-06-17	10-13-17	11-28-17
December	11-09-17	11-16-17	12-19-17

### Sales Contacts

Susan Hunyor - 313.600.0039  
 Sheri Seger - 402.301.7310  
 Doug Marnell - 888.423.9275  
 Wade Critser - 402.980-3417  
 Dave Kathe - 312.485.6923  
 Leah Kilgore - 205.552.3717  
 Kim Silverberg - 612.961.8811

### AD SIZES

Publication trim size: 8.25" x 10.75". Bleed ads: include additional 1/8" to each edge. Keep live matter within 1/2" of trim.



### ADVERTISING RATES

4/C

Full Page.....	\$4,500
Full-Page Spread.....	8,100
2/3 Page Vertical.....	3,825
1/2 Page Island.....	3,510
1/2 Page Horiz/Vert.....	3,150
1/3 Page Square/Vert.....	2,250
1/4 Page.....	1,620
1/8 Page Horizontal.....	900

### Premium Positions

Center Double Page Spread = Add 20%  
 Outside Back Cover = Add 15%  
 Inside Front/Back Cover = Add 10%  
 (First Order In Priority)  
 10% discount for B&W ads

### Frequency Discount

2X = 2% 3-7x = 5% 8x = 10%  
**Agency Discount:** 15% to recognized agencies on ad space rates only when complete ad materials are supplied

### MECHANICAL REQUIREMENTS

- The preferred method of receiving files is through our FTP service at <http://internetgateway.wamnet.com>. Our username for this service is farmprogress and our password is tractor (both in lowercase lettering). If sending multiple files, please Zip/Stuff them into a single archive when possible. If you cannot use the FTP service, a CD-ROM is acceptable.
- Total Ink Density of images should be set at 300%.
- All color and grayscale photo scans should be actual size at a minimum 240 dpi and saved as tiffs or jpegs.
- Produce Full-Page Spread Ads as two pages.

### PREFERRED FORMAT:

- Acrobat PDF\* Comments Version 1.2 through 1.6. Use default "Press Ready" settings in Distiller. Create a PDF from Page Layout by creating Postscript file and distill from Acrobat Distiller through Distiller. Add 1/8th inch bleed to full page ads. PDFs sent to *The Progressive Farmer* will be trapped at the printer, therefore we request only non-trapped, device-independent PDFs. PDFs trapped by Prinergy or other systems may not be compatible with our printer's trapping software and results cannot be guaranteed.
- PDF/X1-a
- Press Ready PDF from Acrobat Distiller

### OTHER FORMATS:

Jpeg/Tiff Use CMYK, Grayscale, or Bitmapped. No RGB.

\* All PDFs are considered "Final Output" and cannot be edited. PDFs that are noncompliant to the PDF/X1-a or Press Ready standards will be returned to client for corrections.



Sales managed by DTN/*The Progressive Farmer*, Illinois Soybean Association's publishing partner.



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A PUBLICATION OF THE ILLINOIS SOYBEAN ASSOCIATION

If you are interested in reaching progressive and innovative soybean farmers, your targeted advertising dollars receive high value in the pages of *Illinois Field & Bean*. Illinois soybean farmers each year rank at or near the top in the nation for of planted acreage, average soybean yield, total production and average price received.

The vision of the Illinois Soybean Association (ISA) is to strive to enable Illinois soybean producers to be the world's most knowledgeable and profitable soybean producers. ISA dedicates the pages of *Illinois Field & Bean* to its mission of ensuring Illinois soy is the highest quality, most dependable, sustainable and competitive in the global marketplace.

Each issue reaches more than 43,000 soybean farmers in the state, along with other affiliated professionals with ties to the Illinois soybean industry. Your targeted advertising messages connect with these farmers who make key decisions in one of the nation's top-producing states.

Learn more today about how *Illinois Field & Bean* delivers the valuable soybean producers you need to reach. Contact your DTN/*The Progressive Farmer* sales representative, Matt Herman, 612-812-5833 or email at [matthew.herman@dtm.com](mailto:matthew.herman@dtm.com).

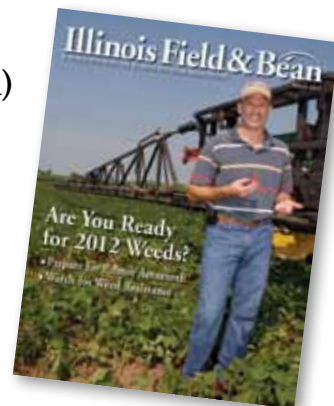
## BONUS RECOGNITION:

Advertising in *Illinois Field & Bean* counts towards ISA's corporate partnership program. This program provides advertisers an opportunity to connect with farmers and members of the soybean value chain. Corporate partners receive recognition in the ISA newsletter, website and magazine. Additional recognition can include bonus advertising in *Illinois Field & Bean*, banner ads in the weekly e-newsletter, ISA boardroom and event signage, a news release and complimentary ISA memberships. *Illinois Field & Bean* is highlighted on the ISA web site, [www.ilsoy.org](http://www.ilsoy.org), where your advertising receives additional exposure to Illinois soybean farmers.

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## BONUS COVERAGE:

The entire content of *Illinois Field & Bean* is transferred to the ISA Web site, [www.ilsoy.org](http://www.ilsoy.org), where your advertising receives even greater exposure. Plus, the publication is displayed and distributed at major farm industry events throughout the year. Advertising rates provide a high value, and are cost effective in reaching thousands of customers and prospects. We'll even help you produce your ad! Contact us today to be included in future issues of *Illinois Field & Bean*.