



MORE POWER TO YOU

FEBRUARY 2-4, 2016 | IOWA EVENTS CENTER | DES MOINES, IA



OFFICIAL SHOW PROGRAM ADVERTISING INFORMATION



OFFICIAL PROGRAM ISSUE DATES:

JANUARY 30, 2016 Iowa Farmer Today

JANUARY 30, 2016 Missouri Farmer Today

JANUARY 30, 2016 Illinois Farmer Today

JANUARY 22, 2016 Minnesota Farm Guide

JANUARY 22, 2016 Midwest Producer

This program will also be published and promoted online.

AD DEADLINES: **DECEMBER 15, 2015** For ads on slick outer pages
DECEMBER 18, 2015 For ads on inside pages

IMPACT!

- **3 out of 5 farmers** at the show say they learned about it **through IFT Publications.**
- Your ad in the OFFICIAL PROGRAM will reach **OVER 110,000 farmers** in Iowa and surrounding states prior to the show. It will be distributed in Iowa Farmer Today, Missouri Farmer Today, Illinois Farmer Today, Minnesota Farm Guide and Midwest Producer (in Nebraska).
- The OFFICIAL PROGRAM will also be distributed at the door to **thousands** of show attendees.

Farmers Want To See:

- 93% say *“Learn about new products”*
- 73% say *“Pick up ideas to use on the farm”*
- 71% say *“Talk to company representative”*

Iowa Farmer Today reaches more Iowa Farmers, and is better read and better liked than any other farm publication.

**FOR MORE INFO OR TO PLACE YOUR AD CONTACT YOUR SALES REPRESENTATIVE AT
800-475-6655 OR sales@iowafarmertoday.com**

Visit www.IowaPowerShow.com for more information about the show.

TAKE ADVANTAGE OF THESE SPECIAL SHOW RATES AND REACH OVER 110,000 FARMERS!

Deadline for ads on newsprint pages is 1 PM, December 18, 2015.



7.5" x 9"

FULL PAGE

DIMENSIONS: 7 1/2" x 9"
NET RATE: \$3,000



3.62" x 9"

1/2 PAGE VERTICAL

DIMENSIONS: 3 5/8" x 9"
NET RATE: \$2,000



7.5" x 4.37"

1/2 PAGE HORIZONTAL

DIMENSIONS: 7 1/2" x 4 3/8"
NET RATE: \$2,000



**3.62"
x
4.37"**

1/4 PAGE

DIMENSIONS: 3 5/8" x 4 3/8"
NET RATE: \$1,100



**3.62"
x
2.12"**

1/8 PAGE

DIMENSIONS: 3 5/8" x 2 1/8"
NET RATE: \$600

**ONLY \$350 for
FULL COLOR!**

**ONLY \$200 for
ONE COLOR!**

SPECIAL POSITIONS ON GLOSSY SLICK STOCK

The Official Program of the Iowa Power Farming Show
Glossy Slick Outer Pages

These Slick Rates include Full Color!

FRONT COVER BANNER	\$3,200
BACK COVER FULL PAGE	\$4,200
FULL PAGE INSIDE	\$4,000
HALF PAGE INSIDE	\$2,750
QUARTER PAGE INSIDE	\$1,800

SOLD OUT

Rates are net. Deadline for the glossy slick ads is 1 PM, December 15, 2015.

Positions are limited. Call soon.

For more information contact your Sales Representative at
800-475-6655 or email sales@iowafarmertoday.com