

Welcome...

...To *Our Iowa*, the magazine that celebrates all that's great about living in Iowa. Every page is brimming with Iowa pride. No negative news in this magazine!

There are jaw-dropping photos of our beautiful land as well as in-depth feature articles. But the heart of each issue is conversational, lighthearted and engaging contributions shared by Iowans. Reading each issue is like sitting at the kitchen table and chatting with Iowa friends over coffee. Subscribers say it makes all Iowans neighbors.

Then, there are the "off the wall" contests and wild ideas the editors come up with to add fun to each issue. As our publisher Roy Reiman often says, "We have ideas we haven't even thought of yet!"

For example, in our "Iowa Treasure Hunt", we hid a key somewhere in a public park, then gave readers a new clue every issue. The reader who found the key won the prize package, a weekend stay at a cozy cabin!

Then there's our "Lucky I" Contest, which is almost like paying people to read the ads. Talk about a marketer's dream! Page through this Media Kit to see why our readers often say, "I read the ads first!" Plus, we limit advertising to 25% of our pages. Ever hear of another magazine do that? So your message stands out even more.

Our readership is loyal. Many of our subscribers send gift subscriptions to family and friends...and those recipients give gift subscriptions too! No wonder our renewal rate tracks near 80% – that's *twice* the industry average! See why by calling or emailing our office to request a sample copy of *Our Iowa*.

It's fast become "Iowa's Magazine". It's printed on the best stock we can find...which results in readers raving about our "Look how beautiful Iowa is!" pictures. No wonder our paid circulation is over 90,000...and keeps growing.



OUR IOWA

1510 Buckeye Ave. • Ames, IA 50010 • 1-515/232-0075 • adman@OurlowaMagazine.com



“I Read the Ads First!”...What?

WAIT, WHAT? We work our tails off to seek out interesting stories, select beautiful photos, fuss over the design of each page...then subscribers tell us *they read the ads first*.

Yep, we hear it often—and our advertisers rave. In truth, we find these reader comments gratifying, because they tell us folks are having *fun* with our unique magazine.

Why do they read the ads first? Our popular “Lucky I” Contest encourages readers to scan the ads closely. In every issue, we hide a tiny letter “I” (a small version of the I in our logo) in just three ads. Readers have to find *all three* I’s to enter the drawing for that issue’s prizes. We’re not kidding either when we say we hide these I’s. We want it to be a challenge to find them, which adds to the fun for our readers and increases the amount of time they spend studying your ad to find them.

What are the prizes?

They’re products or services offered by advertisers who choose to participate in this first-of-its kind contest. We deduct \$100 off the price of their ad and in exchange they provide a reader-prize valued at \$100. Many of the prizes don’t cost advertisers \$100 out of pocket, so their ad cost is reduced.

For example, a chamber of commerce gave \$100 in “Chamber Bucks” as a prize and a bed-and-breakfast offered a free night’s stay. Winners can hardly wait to spend their winnings—and their own money too—when they travel to *your* town to shop and dine.

With this novel approach, subscribers have come to appreciate our advertisers...the more ads, the more prizes. No wonder we’re giving away thousands of dollars in prizes each issue! It’s like paying subscribers to read your ads!

Advertisers triple their exposure when they participate. First, there’s the ad itself, then editorial mention on another page that describes the prize...and then *again in the following issue* when we announce the winners and the prizes



they’ve won. That’s three “hits” for the price of one ad—no wonder advertisers love this contest!

Readers love it, too. In fact, we receive over 6,000 entries in the Lucky I Contest every issue. And note that they can’t enter by email—

they need to take the time to write the page numbers where they found the I’s, address a postcard or envelope, affix first-class postage and then mail their entry by the deadline. Who does that anymore?

We actually turn down ads! Another incentive to advertise in *Our Iowa*: Our pledge to limit advertising to no more than 25% of each issue (most magazines are 60% ads). When we hit our 25% limit, we turn down “late comers”. So, reserve your space early.

Our goal is to support this magazine primarily through subscriptions...with advertising playing an important, but decidedly ancillary, role. This allows us to accept fewer ads and offer subscribers more stories. For marketers, it means your ads aren’t buried among hundreds of others. So, your message stands out more!

“Our ‘Lucky I’ Contest encourages readers to scan the ads closely.”


Larry Wiebel, Editor

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We Couldn't Have Said it Better...

"I can tell the day that subscribers start receiving *Our Iowa* in the mail, without looking at a calendar. There is an immediate increase in the number of web site views and phone calls. It's proof our ads are working."

—Kirk Brandenberger, Keokuk Area Convention & Tourism Bureau

"*Our Iowa* has been a key component in the success of our business and it is amazing how many calls we get based on our ads in the magazine. The stories and photography are outstanding and I am pleased to be able to partner with *Our Iowa*. It mirrors our emphasis on quality."

—Gary Youngberg, Ames Silversmithing

"I don't know of any other advertising that I do throughout the year where my money is better spent. The quality of *Our Iowa* and the huge circulation versus the cost of an advertisement makes this one of my easiest decisions. Very much a no brainer."

—Tom Callahan, Callahan Promotions, statewide arts & crafts fairs

"It is interesting how many customers come in and say, 'I saw you in *Our Iowa* Magazine'. The winners of the Lucky I contest are very pleased

with the \$100 gift certificate. Advertising is a big expense and you want to make sure you are getting a lot of exposure. I feel *Our Iowa* Magazine does that."

—Becky Dietzler, Turkey River Mall, Elkader, IA

"We do a survey of visitors asking them how they found out about us and *Our Iowa* is the #1 print media. Lucky I winners are delighted when they come. Nothing but positive comments from our visitors about the Park and *Our Iowa*. Love the magazine."—Freda Damon, Manning Hausbarn-Heritage Park

"We appreciate the statewide coverage that we get by advertising in *Our Iowa*. We believe in the Lucky I contest because it not only gives us a discounted price for the ad, but also because we receive winners who will come to our area to pick up their prize."—Lana White, Mills County Tourism

"I can't tell you how many people mention, 'We saw your ad in *Our Iowa*', but it's a lot! With a limited advertising budget, we have to be very selective about where we spend those dollars. For good reason, *Our Iowa* always makes the cut."

—Renea Anderson, Harrison County Dev. Council for Loess Hills Alliance

Advertise In "Iowa's Most Popular Magazine" For As Little As \$105/mo!



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Circulation Profile

Total Paid Subscriptions 91,326 100%

- Iowa 62,237 68%
- Non-Iowa 29,089 32%

Newsstand Distribution 3,500

Single issues on sale across Iowa in Hy-Vee stores, BAM, Walmart, Fleet Farm, Barnes & Noble and other various bookstores & gift shops.

High-Traffic Non-paid 2,300

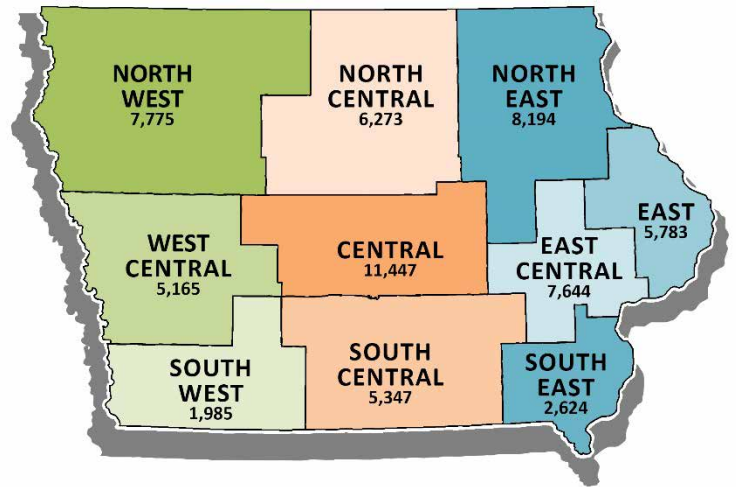
Copies in high-traffic waiting rooms of doctors, dentists, chiropractors, barbers across Iowa and Gateway Hotel & Conference Center – Ames.

Marketing & Misc. 600

Total Circulation Iowa 68,637

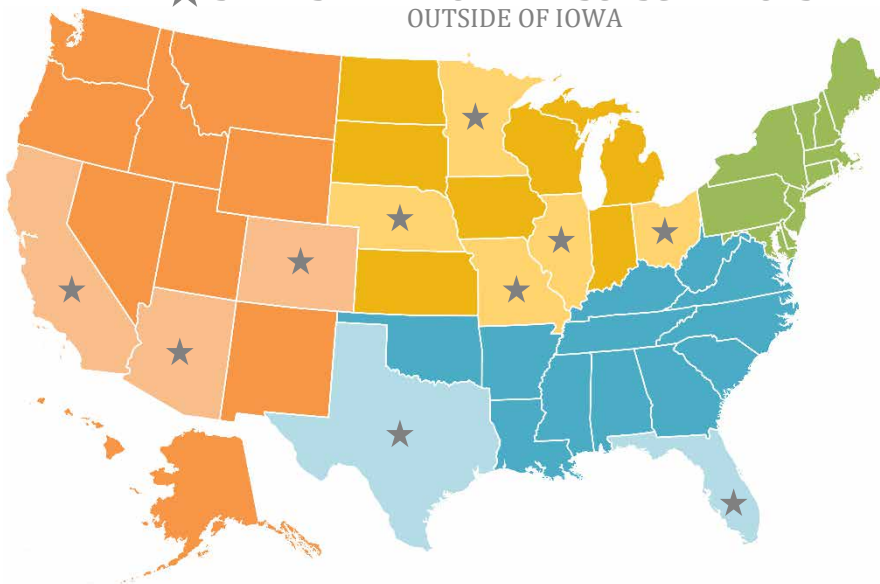
Grand Total Circulation 97,726

Pricing: Single issue \$6; 1-yr (6-issues) \$24.98; 2-yr (12-issues) \$39.98



IOWA REGION	RURAL		URBAN/MIX		TOTAL PAID IOWA SUBSCRIPTIONS	
	IOWA SUBSCRIBERS		IOWA SUBSCRIBERS		QTY	PERCENT OF
WESTERN	21%		3%		14,925	24%
NORTHWEST	11%		1%		7,775	12%
WEST CENTRAL	7%		2%		5,165	8%
SOUTHWEST	3%				1,985	3%
CENTRAL	20%		17%		23,067	37%
NORTH CENTRAL	8%		2%		6,273	10%
CENTRAL	5%		14%		11,447	18%
SOUTH CENTRAL	7%		1%		5,347	9%
EASTERN	16%		23%		24,245	39%
NORTHEAST	8%		5%		8,194	13%
EAST	2%		7%		5,783	9%
EAST CENTRAL	3%		9%		7,644	12%
SOUTHEAST	2%		2%		2,624	4%
Grand Total	57%		43%		62,237	100%

★ STATES WITH TOP PAID SUBSCRIPTIONS OUTSIDE OF IOWA



USA REGION	PAID	%
MIDWEST	12,578	43.2%
EAST NORTH CENTRAL	5,294	18.2%
WEST NORTH CENTRAL	7,284	25.0%
WEST	8,081	27.8%
MOUNTAIN	4,753	16.3%
PACIFIC	3,328	11.4%
SOUTH	6,008	20.7%
EAST SOUTH CENTRAL	667	2.3%
SOUTH ATLANTIC	2,786	9.6%
WEST SOUTH CENTRAL	2,555	8.8%
NORTHEAST	2,291	7.9%
MIDDLE ATLANTIC	2,012	6.9%
NEW ENGLAND	279	1.0%
FOREIGN	111	0.4%
CANADA	25	0.1%
INTERNATIONAL	86	0.3%
USA	20	0.1%
MILITARY	14	0.0%
US POSS	6	0.0%
GRAND TOTAL	29,089	100%

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Iowa's Most Popular Magazine!

Ad Rates, Specifications & Schedule

OUR IOWA MAGAZINE



Over 88,000 paid subscribers!

"I read the ads first!"

WE KEEP HEARING that from subscribers to *Our Iowa*. It's due to our unique **"Lucky I" Contest**. We hide a tiny "I" in just *three ads* in each issue and challenge readers to find them.

Readers have to scan each ad *very closely* (we're sneaky—we really make these little I's hard to find).

When they've found all three they enter our contest for prizes offered by advertisers—one winner per advertiser.

What are the prizes? That's up to each advertiser who chooses to take part in this contest (it's optional). Participating advertisers are asked to give \$100 worth of their product or service. *In return, the ad cost is reduced by \$100.* See check-off box on page 3 to sign up for this program.

See the "Look What You Can Win" page in any issue for details. While participation is optional, *each participant gets editorial mention on this page.* And *again* in the following issue when the winners are announced! Plus we *limit advertising* to just 25% of an issue...so your ad stands out even more!

See the details on page 4 of this packet. You will understand why subscribers say, *"I read the ads first!"*

Creating Your Advertisement

Here are some things to keep in mind as you plan your ad for our magazine.

SPACE CLOSING DATE: Ad space closing dates are listed on page 3. To reserve space, contact us and we'll send an ad agreement to sign and return. Or you may complete and return page 3 of this packet.

Any changes to your ad reservation (size, orientation, issue, etc.) *must be requested by the space deadline* each issue. Neither advertiser nor its agent may cancel after the space closing date.

AD COPY/MATERIALS DEADLINE: Ad copy due dates are listed on the rate card on page 3, our website and ad confirmations. Production schedule reminders will be emailed before each issue. Your ad needs to be print-ready by the ad copy deadline.

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.

Send ad copy or materials by email, upload to the [ad materials portal](#) or by mail to the address at right.

FREE AD DESIGN SERVICE: If you need help designing your ad, our professional design artist can assist. To start this process, send us *well before the deadline* your suggested theme/idea/text, plus all materials – digital format is preferred—including photos, your logo, etc.

For your ad to look its best, photos should be high resolution since we print at 300 dpi. A draft of your ad will be sent by email for you to review and approve. Additional charges apply only to materials you ask publisher to purchase for you.

ADVERTISING CONTACT:

Our Iowa Magazine

Attn: Advertising Coordinator

1510 Buckeye Avenue

Ames, IA 50010

Phone: 515/232-0075 Fax: 515/232-0074

adman@OurIowaMagazine.com

OurIowaMagazine.com/advertise

OurIowaMagazine.com/materials



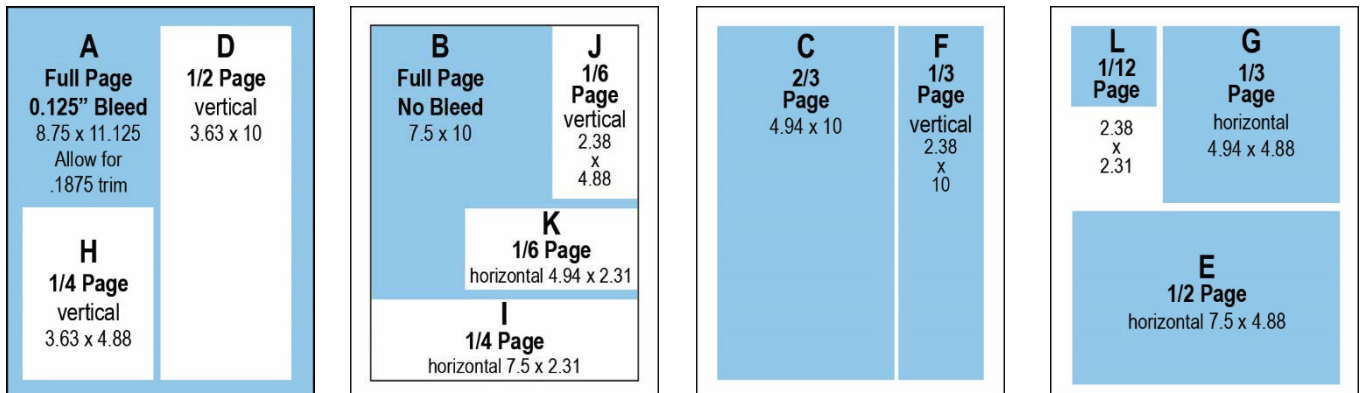
Ad Sizes and Specifications

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. **Type 1 fonts no longer supported after 12/31/2022. Be sure to update!**

- ✓ **Delivery:** Email files to the Ad Coordinator at adman@OurIowaMagazine.com. For files over 10 MB, upload to our [ad materials portal](#) or use a cloud storage service such as Dropbox. CDs can be mailed to: *Our Iowa* Attn: Advertising 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/advertise Materials upload portal: OurIowaMagazine.com/materials



	<u>Ad Size</u>			<u>Width</u>	<u>Height</u>
A	Full	Page	(1/8" bleed*)	8.75" (8-3/4")	11.125" (11-1/8")
B	Full	Page	(No bleed)	7.5" (7-1/2")	10.00" (10")
C	2/3	Page		4.94" (4-15/16")	10.00" (10")
D	1/2	Page	(Vertical)	3.63" (3-5/8")	10.00" (10")
E	1/2	Page	(Horizontal)	7.50" (7-1/2")	4.88" (4-7/8")
F	1/3	Page	(Vertical)	2.38" (2-3/8")	10.00" (10")
G	1/3	Page	(Horizontal)	4.94" (4-15/16")	4.88" (4-7/8")
H	1/4	Page	(Vertical)	3.63" (3-5/8")	4.88" (4-7/8")
I	1/4	Page	(Horizontal)	7.50" (7-1/2")	2.31" (2-5/16")
J	1/6	Page	(Vertical)	2.38" (2-3/8")	4.88" (4-7/8")
K	1/6	Page	(Horizontal)	4.94" (4-15/16")	2.31" (2-5/16")
L	1/12	Page		2.38" (2-3/8")	2.31" (2-5/16")

*Trim size of finished page is 8.5" x 10.875" (8-1/2" W x 10-7/8" H).

Advertising Insertion Order

Please print or type all info below. *Make a copy for your files.*

Advertiser _____
(please print)

Ad Contact _____

Address 1 _____

Address 2 (PO Box) _____

City/State/ZIP _____

Phone _____ Fax _____

Email _____

Website _____

Billing Information *(if different than at left)*

Company _____
(please print)

Billing Contact _____

Address 1 _____

Address 2 (PO Box) _____

City/State/ZIP _____

Phone _____ Fax _____

Email _____

Ad Buyer/Authorized Signature: _____ **Date:** _____

NOTE By signing, you agree to advertise as indicated below and as explained on pages 1, 2, & 4 of this packet. Cancellations before contract fulfillment may be short-rate billed. Confirmation receipt and ad summary will be emailed to you shortly. This agreement may be returned to: **Email:** adman@OurIowaMagazine.com or **Fax:** 515/232-0074 or **Mail:** **Our Iowa, 1510 Buckeye Avenue, Ames, IA 50010** or. For more information, contact Advertising Coordinator by **Phone:** 515/232-0075 or **Email:** adman@OurIowaMagazine.com.

2024 Advertising Schedule

**Dates subject to change. Ad must be print-ready on Ad Copy date.*

Issue	Space Closing*	Ad Copy*	Mail Date*
Feb/Mar 2024	Dec. 8	Dec. 13	Jan. 24
Apr/May 2024	Feb. 9	Feb. 16	Mar. 25
Jun/Jul 2024	Apr. 10	Apr. 17	May. 24
Aug/Sep 2024	Jun. 10	Jun. 17	Jul. 24
Oct/Nov 2024	Aug. 9	Aug. 16	Sep. 24
Dec/Jan 2025	Oct. 10	Oct. 17	Nov. 21
Feb/Mar 2025	Dec. 9	Dec. 13	Jan. 23

2024 Advertising Rates

**Rate is Per Each Ad*

Ad Size	Frequency		
	6 issues*	3 issues*	1 issue*
1/12 page	\$309	\$388	\$441
1/6 page (Horiz/Vert)	\$463	\$582	\$662
1/4 page (Horiz/Vert)	\$653	\$784	\$871
1/3 page (Horiz/Vert)	\$832	\$998	\$1,109
1/2 page (Horiz/Vert)	\$1,351	\$1,621	\$1,801
2/3 page	\$1,857	\$2,228	\$2,476
Full page	\$2,630	\$3,156	\$3,507
Inside Back Cover	\$2,815	\$3,378	\$3,753

Ad Sizes & Pricing

Rates are discounted for frequency. Cost of each ad depends on size(s) and frequency.

Yes, I want to participate in the optional "Lucky I" Contest!

Each issue, I want to reduce the cost of my ad by \$100 in exchange for providing a reader prize valued at \$100. *(It can be \$100 worth of your products or services, or a combination you choose worth \$100. It must be a "stand alone" prize. No discount coupons).* This prize and discount is for each issue in which I advertise. I will send this prize promptly to each issue's winner. *(Please note, if prize is unfulfilled or sent in an unreasonable timeframe, the publisher will invoice the advertiser \$100. See page 4 for more details.)*

No Thanks, I decline to participate in the optional "Lucky I" Contest.

Make Ad Order Selections Here

Check box(es) and fill in rate for each issue you will advertise.

Issue	Year	Size	Rate	(Lucky I*)	I will be billed:
<input type="checkbox"/> Feb/Mar	_____	_____	\$_____	(-\$100) =	\$_____
<input type="checkbox"/> Apr/May	_____	_____	\$_____	(-\$100) =	\$_____
<input type="checkbox"/> Jun/Jul	_____	_____	\$_____	(-\$100) =	\$_____
<input type="checkbox"/> Aug/Sep	_____	_____	\$_____	(-\$100) =	\$_____
<input type="checkbox"/> Oct/Nov	_____	_____	\$_____	(-\$100) =	\$_____
<input type="checkbox"/> Dec/Jan	_____	_____	\$_____	(-\$100) =	\$_____

** "Lucky I" discount applies if you elect to participate.*

Total = \$_____

Please describe your prize valued at \$100. *Our Iowa reserves the right to determine the prize value and appropriateness before agreement is final.*

Advertising Terms & Conditions

GENERAL CONDITIONS: Advertisements are accepted upon representation that advertiser and/or its agency has 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 (*Our Iowa*), unless otherwise arranged. Timely position and placement requests are considered but 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: Publisher is not responsible or liable for advertiser-created or supplied ads that are prepared improperly. Ads are pre-flighted before being placed, and publisher 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.

CONTRACTS & BILLING: Your ad invoice and ad tear sheet will be mailed to you at the billing address shown on your contract when the issue is published. Payment is due in 30 days unless otherwise arranged. Publisher will also email your invoice with a link to pay online by credit card. Contact Ad Coordinator to arrange automatic credit card payments to pay invoice within 10 days of invoice date, normally between the 15th and 25th of the month prior to the magazine's cover date.

Publisher reserves the right to request payment in advance. 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. Prize descriptions are due by the space closing date. *Our Iowa* reserves the right to determine its value and appropriateness. The product/service should be a "stand alone" value of \$100 (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 winner of your prize will be sent by email and mail to the advertiser at the billing address (unless otherwise arranged) when the winner's name is announced in the issue following the publication of your ad.

Please contact the winner and send this prize promptly. Your winner must receive his or her prize within 5 weeks of being announced in the magazine, otherwise publisher may choose to award an alternate prize and invoice the advertiser \$100.

LUCKY I CONTEST SCHEDULE:

Feb/Mar Ad = April prize winner: Announced in the Apr/May issue. Info sent to you by 4/1. Send prize by 5/5.

Apr/May Ad = June prize winner: Announced in the Jun/Jul issue. Info sent to you by 6/1. Send prize by 7/5.

Jun/Jul Ad = August prize winner: Announced in the Aug/Sep issue. Info sent to you by 8/1. Send prize by 9/5.

Aug/Sep Ad = October prize winner: Announced in the Oct/Nov issue. Info sent to you by 10/1. Send prize by 11/5.

Oct/Nov Ad = December prize winner: Announced in the Dec/Jan issue. Info sent to you by 12/1. Send prize by 1/5.

Dec/Jan Ad = February prize winner: Announced in the Feb/Mar issue. Info sent to you by 2/1. Send prize by 3/5.



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Email: adman@OurIowaMagazine.com
OurIowaMagazine.com/advertise