



2019 Display Advertising Rate Sheet

Show Me

MISSOURI FARM BUREAU

A MEMBER PUBLICATION

1/8 page
3 1/2" x
2 3/8" tall

1/4 page
3 1/2" x
4 7/8" tall

1/6 page
2 1/4" x
4 7/8" tall

Vertical 1/3 page
2 1/4" x
10" tall

Horizontal 1/3 page
4 5/8" x
4 7/8" tall

Vertical 2/3 page
4 5/8" x
10" tall

Horizontal 2/3 page
7 1/8" x
6 3/8" tall

Vertical 1/2 page
3 1/2" x
10" tall

Horizontal 1/2 page
7 1/8" x 4 7/8" tall

Full page

Live area
7 1/8" x 10"

Trim size
8 3/8" x 10 7/8"

Bleed size
8 1/2" x 11 1/8"

Show Me MOFB is the official membership publication of the Missouri Farm Bureau. This quarterly magazine is mailed to every Missouri Farm Bureau member. Average circulation is more than 140,000 and has grown annually for 31 years. Redesigned with a fresh look, *Show Me MOFB* covers this market like no one else can and supports an organization important to farmers, ranchers and anyone who depends on agriculture.

EDITORIAL CONTENT

Farm Bureau came about to provide a voice for rural Missouri. We introduce the everyday people who provide that voice and welcome you to share their lifestyle on the pages of *Show Me MOFB*. Learn about agriculture and how everyone plays a part, including you.

DEMOGRAPHICS

Circulation in 2018 averaged 141,000 per issue. Circulation is based on membership and divided into five categories: Active Farmer=23%; Rural=36%; Urban=38%; Retired Farmer=1%; and Agribusiness=2%.

RESERVE AD SPACE BY

Winter 2019 December 7
Spring March 1
Summer May 24
Fall September 27
Winter 2019 December 6

GROSS DISPLAY ADVERTISING RATES

	B&W	Color
1/8 pg.	\$ 330	\$ 416
1/6 pg.	434	550
1/4 pg.	652	816
1/3 pg.	872	1,092
1/2 pg.	1,305	1,650
2/3 pg.	1,738	2,180
Full page	2,348	3,010
Inside Cover	3,460	4,110

PAGE SPECIFICATIONS and AD SIZES

Trim size: 8 3/8"x10 7/8"
Bleed size: 8.5"x11.25"

All single page ad dimensions appear at left.

TWO PAGE SPREAD (call for rates)

Live Area: 15 1/4"x10"
Trim size: 16 3/4"x10 7/8"
Bleed size: 17"x11 1/8"

Member exclusive: Trading Post ads

These are text-only, boxed and 2 1/16" wide by 1" tall ads for Missouri Farm Bureau members. Ad insertion rate is \$32 per issue.

AD MATERIALS

Show Me MOFB requires electronic ad copy from Adobe files (Photoshop, Illustrator, InDesign, Acrobat) in native, tif, eps, or pdf formats. Include fonts. Dropbox or email preferred.

DISCOUNTS

A 15% Agency Commission applies to recognized agencies and artwork submitted as a pdf, tif, or eps hi-res file. Frequency discounts are 2x=5%, 3x=10%, 4x=15%.

SPECIALIZED ADVERTISING

Show Me MOFB accepts supplied cards for stitched inserts. Costs depend on type of insert and are handled on a case-by-case basis.

EXCLUSIONS

Farm Bureau reserves the right to reject any ad. Not accepted are ads for alcoholic beverages, tobacco-related products, patent medicines, political campaigns, insurance or similar goods sold by Missouri Farm Bureau's companies.

PAYMENT

Full payment of display advertising is required after first notice (30 days). Ads not paid in full after a second notice (60 days) can be pulled from the publication. Unpaid billings may be turned over to a collection agency. **Trading Post ads** are for members only. Payment for these ads must be by check and received before publication. The charge is \$32 per issue. Email your ad copy to cfennewald@mofb.com.

Contact Chris Fennewald, Editor
701 South Country Club Drive
Jefferson City, MO 65109

Voice: (573) 893-1469
Fax: (573) 893-1560
Email: cfennewald@mofb.com