



## 2021 Display Advertising Rate Sheet

# Show Me

MISSOURI FARM BUREAU

A MEMBER PUBLICATION

*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 137,000. MOFB's membership is strong, growing annually for the past 32 years. Designed with a fresh look, *Show Me MOFB* covers this market like no one else 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. As a leading advocate for the farmers who produce our food and the rural way of life, Missouri Farm Bureau has much to share in the pages of *Show Me MOFB*. Learn about agriculture and how everyone plays a part, including you.

### DEMOGRAPHICS

Circulation in 2019 averaged 137,000 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 2021 ..... December 9, 2020  
 Spring ..... February 26  
 Summer ..... May 28  
 Fall ..... October 8  
 Winter 2022 ..... December 9, 2021

### GROSS DISPLAY ADVERTISING RATES

	B&W	Color
1/8 pg.	\$ 345	\$ 437
1/6 pg.	455	577
1/4 pg.	685	857
1/3 pg.	915	1,147
1/2 pg.	1,370	1,733
2/3 pg.	1,825	2,289
Full page	2,465	3,161
Inside Cover	3,630	4,315

### 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 complete ad artwork 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](mailto:cfennewald@mofb.com).

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**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"