



## 2024 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. MOFB's membership has grown every year for the past 36 years, marking more than 153,000 members in 2023. *Show Me MOFB* reaches each of them and covers rural issues with a focus on Farm Bureau involvement.

### 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 is based on membership and divided into five categories: Active Farmer=18%; Rural=41%; Urban=39%; Retired Farmer=.5%; and Agribusiness=1.5%.

### RESERVE AD SPACE BY

Winter 2024 ..... December 15  
Spring ..... March 1  
Summer ..... June 7  
Fall ..... September 6  
Winter 2025 ..... December 13, 2024

### GROSS DISPLAY ADVERTISING RATES

	B&W	Color
1/8 pg.	\$ 400	\$ 508
1/6 pg.	530	672
1/4 pg.	797	998
1/3 pg.	1,065	1,335
1/2 pg.	1,595	2,018
2/3 pg.	2,126	2,666
Full page	2,870	3,681
Inside Cover	4,228	5,025

### 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. Embed 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

For members only, payment for these ads must be by check and received before publication. The charge is \$32 per issue. Contact [janet.adkison@mofb.com](mailto:janet.adkison@mofb.com) for these ads.

Contact Janet Adkison,  
Director of Public Affairs  
701 South Country Club Drive  
Jefferson City, MO 65109

Voice: (573) 893-1467

Email your ad copy to  
[janet.adkison@mofb.com](mailto:janet.adkison@mofb.com).