

2020 Media Kit



FarmWeek®

- Over 72,000 distributed weekly
- 2.5x more farm owner/operator reach than nearest competitor



- #1 ag radio network in Illinois reaching farmers
- 3x more farmer listenership than the nearest competitor

FarmWeekNow.com

- Multimedia site offering the latest ag news
- 24/7 site, app, and daily e-newsletter



FarmWeek

Display Advertising Rates

Ad Size 1x-Up

Full Page.....	\$850
1/2 Page.....	\$450
1/4 Page.....	\$250
1/8 Page.....	\$150

Full Color..... \$100

\$22.50 Per Column Inch

(Non-Modular Sizes, Color Not Included)

2 page and Jr. page spreads available. Custom sizes and ad placements available including 2 page spread, Jr. page spreads, ad stick its and wraps.

Pre-Print Insert Rates

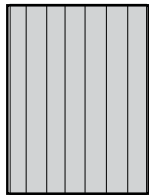
Pre-printed inserts \$50/thousand for full run and \$75/thousand for partial run. Deadlines 2 weeks prior.

Finished pre-printed insert must not exceed 7.5" x 11". Partial run inserts can be broken down to the county level.

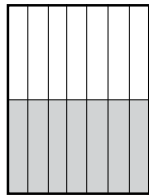
Print/Deliver Insert and Direct Mail Rates

Minimum of 1,000 pieces. Insertion can be broken down to the county level. Finished pre-printed insert size is 7.5" x 11". Please apply 100 additional pieces for spoilage. Custom sizing and paper weight available, contact your sales representative.

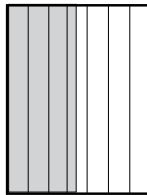
	1,000 – 15,000	15,001 – 40,000	40,001 +
Black only:			
1 sided	\$110 cpm	\$100 cpm	\$80 cpm
2 sided	\$150 cpm	\$122 cpm	\$83 cpm
4 color:			
1 sided	\$132 cpm	\$114 cpm	\$80 cpm
2 sided	\$182 cpm	\$122 cpm	\$83 cpm



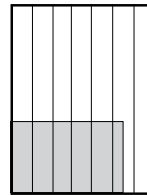
Full Page
10 3/8"w x 15"d



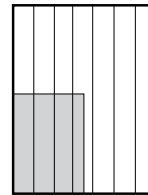
1/2 Page Horizontal
10 3/8"w x 7 3/8" d



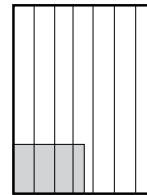
1/2 Page Vertical
5 1/8"w x 15"d



1/4 Page
7 1/8"w x 5 1/2"d



1/4 Page
5 1/8"w x 7 3/8" d



1/8 Page
5 1/8"w x 3 1/2"d

Advertising Policy

All advertising is subject to publisher's approval. Publisher may restrict advertising that represents some products and/or services. Contact your representative for more information. All advertising rates listed are net.

Mechanical Requirements

Printed web offset. Preferred materials: Acrobat PDF, EPS or Tiff files. All color ads must be designated as CMYK process color. Materials may be emailed to: farmads@ilfb.org.

Seven (7) column format. Columns are 1-3/8" wide with 1/8" space between columns. Column depth is 15" maximum. Ads are billed in 1/2" increments with 1 column inch being the minimum billed.

1 column	1.375"	5 columns	7.375"
2 columns	2.875"	6 columns	8.875"
3 columns	4.375"	7 columns	10.375"
4 columns	5.875"		

Frequency, Space Reservation & Materials Deadline

FarmWeek is published 50 times per year, every Monday except those following Thanksgiving and Christmas. Closing date for advertising copy is Monday one week prior to publication date. Cancellations and/or changes are not accepted after closing.

Publisher's Statement

FarmWeek is published for farm owner-operator members of Illinois Farm Bureau who have been identified as having a minimum of \$2,500 in some type of farm-related income. Content includes the latest news on farm production, economics, research and legislation. Columns on farm and money management and market analysis, written by highly respected agriculture journalists, are also featured as well as agricultural news trends, commodity prices, weather facts and forecasts.

Contacts:

Jeff Brown

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(309) 557-2237

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Jenny Gentes

Design & Advertising Specialist
jgentes@ilfb.org
(309) 557-2091

Toll Free: 1-800-676-2353

Fax: 1-800-998-6090

General Email: farmads@ilfb.org

FarmWeek

Editorial Advertising Rates

Ad Size	1-12x	13x-Up
Full Page	\$2,700	\$2,100
Jr. Page	\$1,440	\$1,120
1/2 Page	\$1,350	\$1,050
1/4 Page	\$702	\$546
1/8 Page	\$324	\$252

Color Options / Per Page

Black, plus each additional color: \$100
 4 color: \$350, \$250 for 13x + agreements

2 page and Jr. page spreads available. Custom sizes and ad placements available including 2 page spread, Jr. page spreads, ad stick its and wraps.

Pre-Print Insert Rates

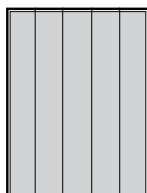
Pre-printed inserts \$50/thousand for full run and \$75/thousand for partial run.

Finished pre-printed insert must not exceed 7.5" x 11". Partial run inserts can be broken down to the county level.

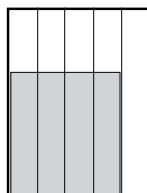
Print/Deliver Insert and Direct Mail Rates

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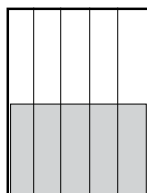
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Black only:			
1 sided	\$110 cpm	\$100 cpm	\$80 cpm
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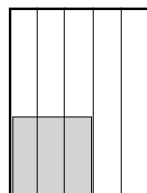
Full Page
5 col. x 15"
10 1/4" w x 15" d



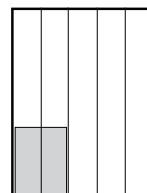
Jr. Page
4 col. x 10"
8 3/16" w x 10" d



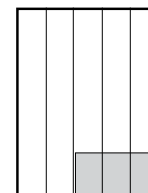
1/2 Page
5 col. x 8"
10 1/4" w x 8" d



1/4 Page
3 col. x 8"
6" w x 8"



1/8 Page
Horizontal 3 col. x 3"
6 1/8" w x 3" d
Vertical 2 col. x 4 1/2"
4" w x 4 1/2" d



1/8 Page
Horizontal 3 col. x 3"
6 1/8" w x 3" d
Vertical 2 col. x 4 1/2"
4" w x 4 1/2" d

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Mechanical Requirements

Printed web offset. Preferred materials: Acrobat PDF, EPS or Tiff files. All color ads must be designated as CMYK process color. Materials may be emailed to: farmads@ilfb.org.

Five column format. Columns are 2"W x 15"D;
1 pica lead space (1/6").

Additional charges for any production work will apply. Preferred screens are 85 line for black & white; 100-line for color.

Frequency, Space Reservation & Materials Deadline

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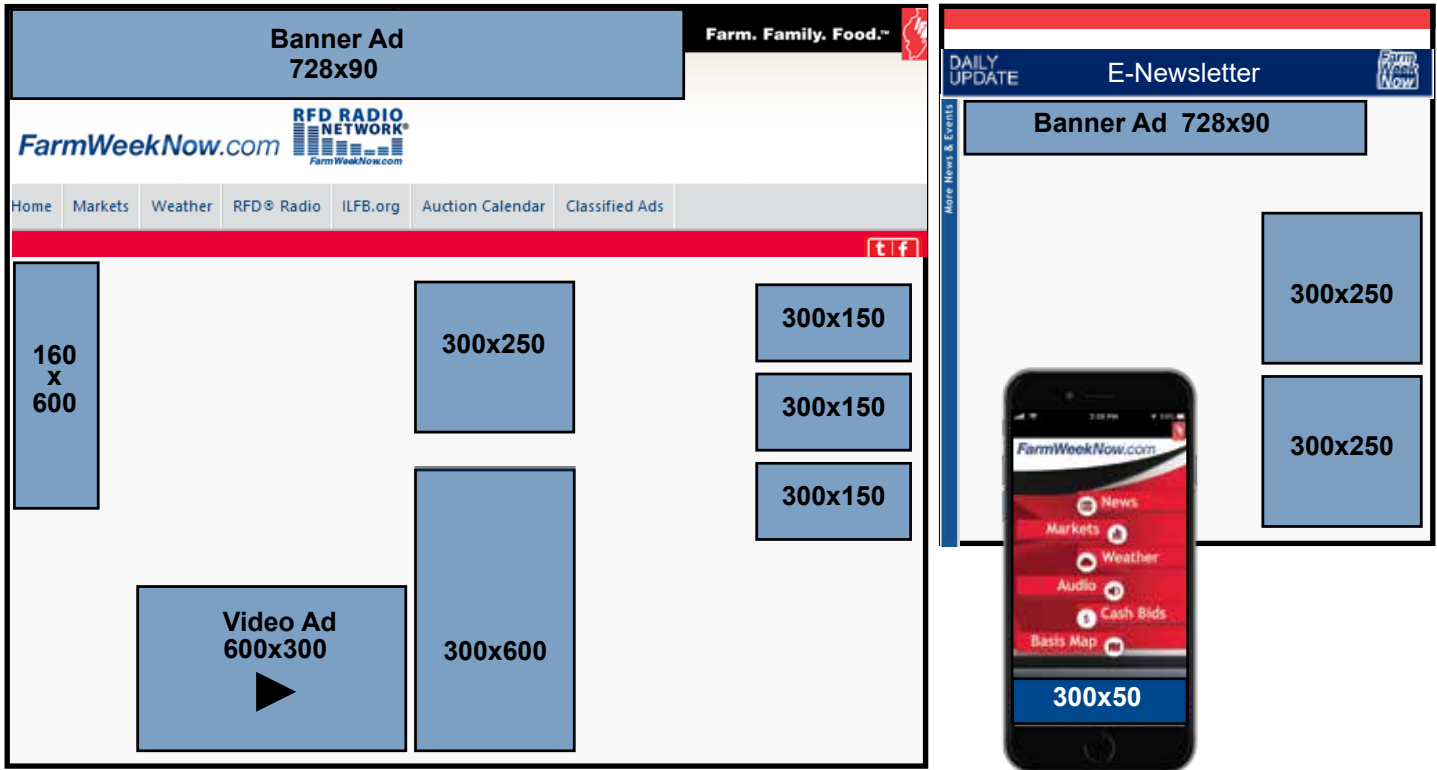
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Fax: 1-800-998-6090

General Email: farmads@ilfb.org

FarmWeek Now.com

Digital Display, Video, E-Newsletter, and Mobile App.



Ad Sizes and ROS Rates

728x90 atf.....	\$20 cpm
728x90 btf.....	\$16 cpm
300x250.....	\$29 cpm
160x600.....	\$32 cpm
300x600.....	\$46 cpm
Blended sizes/rates	\$30 cpm

Auction and Classified Page Sponsored Tile Ads

300x150.....	\$75/month
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Native Advertising Campaign

Call for pricing

Video Home Page Advertisement

Home page static placement, full frame for additional branding, contact info, web address, etc. No limit on updating video content \$750/month

In Story Video Display Advertisements

:15 second video, clickable, 2,500 minimum impressions, no development/production fees with 3+ month commitments \$100/cpm

Video Pre-Roll Advertisements

Call for pricing

Mobile/App Advertisements

Home Page Sponsor 300x50	\$300/month
ROS 300x50	\$175/month

Daily E-Newsletter

Published Monday - Friday

300x250 (medium rectangle)	\$350/month (4 weeks)
728x90 (leaderboard)	\$275/month (4 weeks)

Newsletter ads are static and not subject to rotation policy

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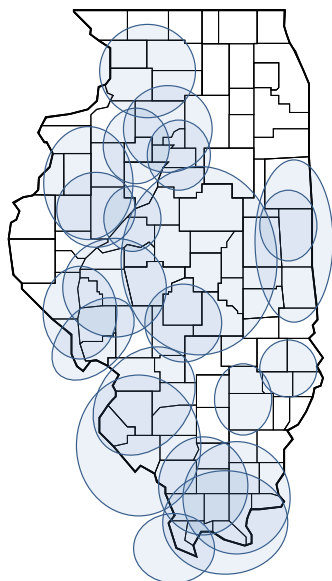
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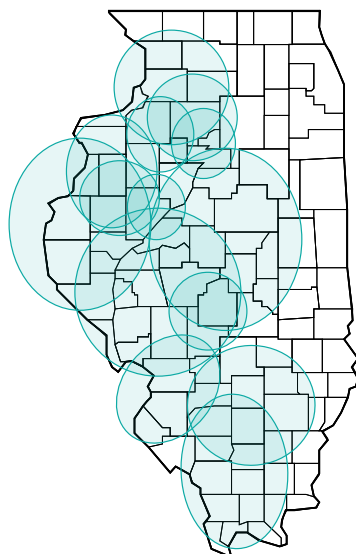
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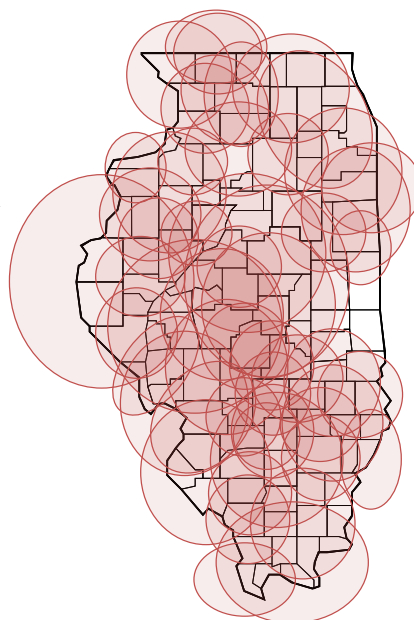
Radio Long-form Programs



RFD Today
52-min long-form morning program airing at 9:07am Monday-Friday on twenty-two (22) radio stations across Illinois.



RFD Town and Country Partners
23-minute long-form mid-afternoon (2:30 pm) program airing Monday- Thursday on fourteen (14) radio stations across Illinois.



RFD Illinois
23-minute long-form morning program airing Monday-Friday on fifty-nine (59) radio stations across Illinois.

Ask about Podcasts
Marketing Opportunities



Radio Short-form Programs

- RFD Livestock Report
- RFD Inside AG
- RFD 4F's Report
- RFD Morning Ag News Summary

Choose from in-programming spots, individual spots, remote broadcasts, interviews and custom "native" campaigns

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