

2012 IGIA Advertising Rate

Effective January 1, 2012

As the official publication of the Iowa Grocery Industry Association, the *iowa grocer* is an excellent way to reach your targeted audience with a quality, color publication specific to the food industry. Our extensive circulation can strengthen your company's exposure. The *iowa grocer* has the most up-to-date information regarding the food and convenience store segments and food distribution industries. Members rely on the *iowa grocer* to stay informed on the latest legislative issues, market trends and news vital to the entire food industry – in Iowa and across the country. IGIA members look to the *iowa grocer* as their source for information.



Magazine Advertising Insertion Schedule				
Issue	Reserve By	Materials Due	Publish Month	
Legislative	January 3	January 9	February	
Convention	March 19	March 26	May	
Hall of Fame	August 13	August 20	September	
Iowa Products	October 15	October 22	December	

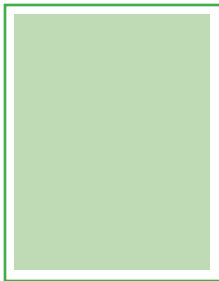
Magazine Advertising Rates				
Color	1-time	2-time	3-time	4-time
Full Page	\$1,999	\$1,830	\$1,550	\$1,525
1/2 Page	\$1,195	\$1,075	\$970	\$910
1/4 Page	\$710	\$640	\$600	\$500

Bleed: No extra charge for bleed

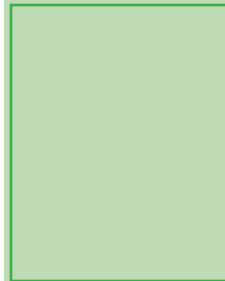
Preferred Position: 12 percent over regular rate



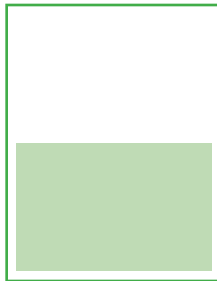
Magazine Advertising Options (Magazine Trim Size is 8.5" x 11.0")



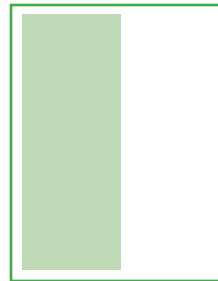
Full Page
– No Bleed
8.0" x 10.5"



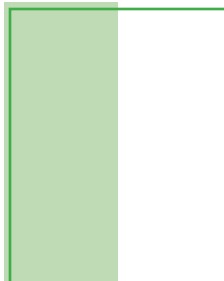
Full Page
– Bleed
9.0" x 11.5"



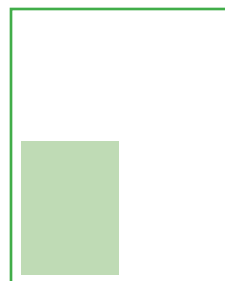
1/2 Page Horizontal
8.0" x 5.125"



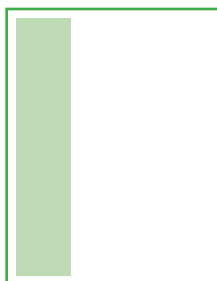
1/2 Page Vertical
– No Bleed
4.0" x 10.5"



1/2 Page Vertical
– Bleed
4.5" x 11.5"



1/4 Page Square
4.0" x 5.125"



1/4 Page Vertical
– No Bleed
2.0" x 10.5"



1/2 Page Vertical
– Bleed
2.5" x 11.5"

Circulation Information

The *iowa grocer* is mailed to IGIA members as part of their membership benefits. The *iowa grocer* is also distributed to all supermarket chains doing business in Iowa, and the majority of independents, convenience store operators and supplier members.

With the highest penetration of retail members in the entire Midwest, the IGIA provides a powerful voice for nearly 2,000 retailers, wholesalers, manufacturers, brokers and suppliers. This creates a readership that can be as high as 4,000 people per issue.

General Policies and Regulations

All advertising is subject to publisher's approval. The publisher reserves the right to reject any objectionable copy. No fraudulent or misleading advertising accepted.

Advertisers and/or advertising agencies assume full liability for all advertising content they supply and do agree to indemnify and defend the *iowa grocer*, including its officers, employees and agents, from any and all claims arising therefrom.

On scheduled contracts, the publisher reserves the right to repeat previous advertisements when copy is not furnished by the closing date. Advertising material will be held for a minimum of one year unless otherwise notified.

Rates are based on digital ready material. Advertisers will be assessed an additional redesign fee at the rate of \$100 per hour for unacceptable file formats.

A commission of 15 percent will be given to recognized agencies.

Mechanical Requirements

We accept PDF and EPS files from the following programs: InDesign, Photoshop, Illustrator, Acrobat, QuarkXpress and PageMaker.

When designing an ad, please remember that all photos and images should be a minimum resolution of 300 dpi at 100 percent; all color photos and images should be CMYK; all fonts and graphics should be embedded; all live matter should be at least 1/8-inch away from the trim; and all bleeds should be at least 1/8-inch off the trim.

To reserve advertising space, contact:

Jordan Williams
Communications Specialist
Iowa Grocery Industry Association

2540 106th Street, Suite 102
Des Moines, Iowa 50322
Phone: (515) 270-2628
Fax: (515) 270-0316
E-mail: jwilliams@iowagrocers.com

2012 IGIA Advertising Insertion Order Form

Company _____ **Contact** _____

Address _____ Phone _____

City _____ State _____ Zip _____

Fax _____ E-mail _____

Advertising Agency _____ **Contact** _____

Address _____ Phone _____

City _____ State _____ Zip _____

Fax _____ E-mail _____

Number of Insertions _____

Special Comments/Requests _____

Please indicate which issues you wish to advertise in, along with your ad size:

Ad	Issue	Ad Size	Cost
_____	Legislative	_____	_____
_____	Convention	_____	_____
_____	Hall of Fame	_____	_____
_____	Iowa Products	_____	_____
_____	<i>Electronic Scanner Newsletter</i>	_____	_____
Ribbon Sponsor Discount			_____
Total			_____

Cancellation Policy: Cancellation or changes must be received in writing by the 15th of the month prior to the month of issue and rate will be adjusted to that earned by actual number of insertions used. Cancellation is not accepted after closing date.

Payment Policy: Advertisers and advertising agencies are jointly responsible for payment of all insertions. The Iowa Grocery Industry Association will invoice the advertising agency or advertiser immediately after publication and will send two tear sheets with the advertisement as proof of insertion. Payment must be received within 30 days of the invoice date or a finance charge of 1.5 percent will be incurred.

In the event it becomes necessary for the Iowa Grocery Industry Association, at its option, to place this agreement in the hands of an attorney and collection agency for purpose of debt collection, the advertiser agrees to pay reasonable attorney fees and any other cost incurred by the Iowa Grocery Industry Association or its assignees.

The advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe any copyright, trademark or patent and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof.

The *iowa grocer* and Iowa Grocery Industry Association reserve the right to reject any advertisement, photograph or illustration that is not deemed in keeping with the standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature _____ **Date** _____

Please mail or fax to: Iowa Grocery Industry Association • Attention: Jordan Williams
2540 106th Street, Suite 102 • Des Moines, Iowa 50322 • Phone: (515) 270-2628 • Fax: (515) 270-0316