



PORK CHECKOFF REPORT

2021



2021 Advertising Rates/Specifications

The bi-monthly newsletter of the Minnesota Pork Board. (Six issues per a year)

- ▶ **CIRCULATION:** 4,600 pig farmers, pork industry professionals, owners, managers, employees, consultants and researchers.

For more information on placing an ad in the **Minnesota Pork Checkoff Report**, contact: Katelyn Gradert - Minnesota Pork Board, (507) 345-8814 or katelyn@mnpork.com.

ALL ADS FOUR COLOR PROCESS

AD SIZE	COST
1 column by 1.125" (2.375" x 1.125")	\$52.50
1 column by 2.375" (2.375" x 2.375")	\$92.40
1 column by 3.625" (2.375" x 3.625")	\$131.25
1/6 page vertical (2.375" x 5")	\$229.95
1/3 page vertical (2.375" x 10")	\$393.75
1/3 page square (5" x 5")	\$393.75
1/2 page horizontal (7.5" x 5")	\$656.25
2/3 page vertical - no bleed (5" x 10")	\$787.50
2/3 page vertical - with bleed (5.5" x 11" plus .125" bleed on 3 sides)	
Full page - no bleed (7.5" x 10")	\$1312.50
Full page - with bleed (8.5" x 11" plus .125" bleed on all sides)	

*Ad rates through December 2021

Advertisers receive a 10% discount on rates for ads that are locked in for one year. Limited space is available.

Art charges of \$75/hour will apply to ad building and edits.

ELECTRONIC FILE REQUIREMENTS

PREFERRED FILE FORMAT: High-resolution PDF

ACCEPTED FILES: Adobe InDesign, Illustrator and Photoshop CC version. All fonts and supporting files must be included. Images need to be CMYK, 300 dpi resolution.

SEND FILES TO:

By Mail: Lime Valley, 1620 S. Riverfront Dr., Mankato, MN 56001

By E-mail: bjbetts@limevalley.com (Files must be less than 10 MB)

By FTP: Contact Lime Valley at 507-345-8500 for login information.

