



Pork Checkoff Report

QUARTERLY NEWSLETTER



2026 ADVERTISING RATES/SPECIFICATIONS

The quarterly newsletter of the Minnesota Pork Board. (Four 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:

Bailey Ruen
Minnesota Pork Board
(507) 475-1502 or bailey@mnpork.com

ALL ADS FOUR COLOR PROCESS

AD SIZE	COST
1/6 page vertical (2.375" x 5")	\$273.00
1/3 page vertical (2.375" x 10")	\$341.25
1/3 page square (5" x 5")	\$456.75
1/2 page horizontal (7.5" x 5")	\$761.25
2/3 page vertical - no bleed (5" x 10")	913.50
2/3 page vertical - with bleed (5.5" x 11" plus .125" bleed on 3 sides)	
Full page - no bleed (7.5" x 10")	\$1552.50
Full page - with bleed (8.5" x 11" plus .125" bleed on all sides)	

*Ad rates through December 2026

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

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1/3 Page Square
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2026 ADVERTISING RATES/SPECIFICATIONS

► ADVERTISER INFORMATION

Company Name

Contact Name

Address

City State Zip Code

Phone Email

Website

► ADVERTISING AGREEMENT

with Minnesota Pork Producers Association

PAYMENT:

Name on Card

Card Number

Expiration Date

Company Check—please invoice

Checks payable and sent to:

Minnesota Pork Producers Association
151 Saint Andrews Court, Suite 810
Mankato, MN 56001

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature

AD SIZE _____

Do you wish to publish in all 4 issues for a 10% discount?

Yes No

ADVERTISING COST

Total Cost per Insertion _____

ADVERTISING COPY

All advertising materials are due by the 15th of the first month of the publication quarter, except for the winter issue, due March 2.

Winter (Jan-Mar): March 2

Spring (Apr-Jun): April 15

Summer (Jul-Sep): July 15

Fall (Oct-Dec): October 15

► ELECTRONIC FILE REQUIREMENTS

PREFERRED FILE FORMAT: High-resolution PDF

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

SEND FILES TO:

By E-mail: bailey@mn pork.com
(Files must be less than 10 MB)

For transmission of files larger than 10 MB, contact Minnesota Pork at 507-475-1502 for file submission instructions.

Please return via E-mail
Attention: Bailey Ruen
bailey@mn pork.com or call 507-475-1502