

LIVING with energy IN IOWA

8525 Douglas Ave. – Suite 48
Des Moines, IA 50322-2992
Web Site: www.livingwithenergyiowa.com

Office: 515-276-5350
Toll-free: 800-798-7037, Ext. 233
Fax: 515-276-7946

2007 ADVERTISING RATES

Effective with January 2007 issue

Display Advertising: Four-Color

SIZE	1X	3X	6X	9X	12X
Full Page	\$1,761	\$1,674	\$1,629	\$1,585	\$1,497
2/3 Page	1,233	1,171	1,140	1,109	1,048
1/2 Page	968	920	896	871	824
1/3 Page	670	636	619	603	569
1/4 Page	493	468	456	444	419
1/6 Page	326	309	302	293	277

Display Advertising: Black-and-White

SIZE	1X	3X	6X	9X	12X
Full Page	\$967	\$919	\$894	\$870	\$822
2/3 Page	677	643	626	609	575
1/2 Page	614	585	568	527	521
1/3 Page	444	422	411	401	378
1/4 Page	334	318	310	301	284
1/6 Page	226	214	209	203	191
Column Inch	61	59	57	56	55

Note: *Living with Energy in Iowa* does not accept classified advertising.

Terms and Conditions

CLOSING DATE: First of the month prior to publication month; i.e., January 1 for February issue.

AGENCY DISCOUNT: 15% with digital materials on all ad sizes except Column Inch ads under 2 1/2 inches.

POSITIONING: At publisher's discretion; advertiser requests will be followed as closely as possible.

COVER PREMIUMS: Guaranteed position on covers 2 or 3, add 10%; for guaranteed position on cover 4, add 15%.

PROOFS: A proof is required with all ads when materials are submitted. For *color ads*, send Rainbow or comparable proof; for *black-and-white ads*, send laser proof.

PAYMENT: Advance payment is required on new accounts.

APPROVAL: All advertising is subject to publisher's approval and must conform to the publication's Editorial Mission and Advertising Policy.

CIRCULATION: 78,000

MAILING: Fifth of the month of the issue, at Periodical Rate

PUBLISHER: Iowa Association of Electric Cooperatives



Dimensions

TRIM SIZE: 8 1/8" x 10 7/8"

PAGE SIZE: 7 1/4" x 10"

BLEED SIZE: 8 3/8" x 11 1/8"

1-COLUMN WIDTH: 2 1/4"

2-COLUMN WIDTH: 4 3/4"

3-COLUMN WIDTH: 7 1/4"

PARTIAL PAGE AD SIZES (W x H):

2/3: 4 3/4" x 10"

1/2: 7 1/4" x 5" or 4 3/4" x 7 1/2"

1/3: 2 1/4" x 10" or 4 3/4" x 5"

1/4: 4 3/4" x 3 3/4"

1/6: 2 1/4" x 5" or 4 3/4" x 2 1/2"

Digital Specifications

PREFERRED FILE FORMATS:

Composite PDF files – one page per file, required bleed included. Images high-resolution and CMYK, all fonts embedded. We recommend using Acrobat Distiller to create your pdf. (Use the PDF/X-1a:2001 setting.)