

Tell Your Story

The **2020 Illinois Land Values and Lease Trends Report** will be released to the public on March 19 at the 2020 Illinois Land Values Conference.

Advertisers in the **2020 Land Values Report** will be able to take full advantage of the benefits and impact of adding color to their ads in the **Report**...which reaches 6,000 land owners, accountants, auctioneers, title companies, attorneys, lenders, state legislators and government officials, agribusiness professionals.....across Illinois and across the country!

Ad Sizes / Prices (please check the appropriate box)

Size	Dimension (w" x h")	Rate b/w	Rate 4/c or Specified PMS
Full Page [] *	7.5" x 9.5"	\$1,450 []	\$1,850 []
1/2 Page []	7.5" x 4.75"	\$800 []	\$1,000 []
1/4 Page []	3.625" x 4.75"	\$450 []	\$550 []
Business Card []	3.625" x 2.25"	\$275 []	\$325 []

A sliding discount rate is available, i.e. two half-page ads qualify for the full-page rate, two quarter-page ads qualify for the half-page rate, etc.

Specifications

- All ads will print b/w unless color is specified
- **Color ad materials must be supplied as CMYK color art**
(\$25 minimum charge to open and change RGB files to CMYK)
- B&W ads must be supplied as gray scale
(\$25 minimum charge to open and change RGB files to gray scale)
- Art should be 200 ppi or greater and supplied as **TIF, EPS, JPG** or **PDF**
PDF files **MUST BE** submitted as a press-quality file at the exact size of the ad space. PDFs 'floated' on a full sheet will be charged the \$75 hourly rate (minimum of \$25) to crop excess area.
- Call before sending files larger than 10 MB.
- Compressed "zipped" files are **NOT** recommended.
- Photocopies or faxes of materials will not be accepted
- Advertisers will be charged \$75/hour (\$25 minimum) for work required to create, enhance, or re-size materials to make them suitable for reproduction.

Deadlines

Reservations for advertising space is January 31, 2020.

Please check the appropriate box on the order form on the reverse and submit with your materials. If you want to run the same ad as last year, please check the box accordingly and then submit the form to ispfmra@countyside-marketing.com

Advertising materials are due on Wednesday, February 12, 2020.

Materials should be sent directly to: ispfmra@countyside-marketing.com

Payments

Payment can be sent with the order, or an invoice can be generated after the publication is printed. Please note that checks received or credit card information **WILL NOT BE** processed until **AFTER** the **Report** is published. Invoicing can be done earlier upon request to meet FY2019 budget considerations.

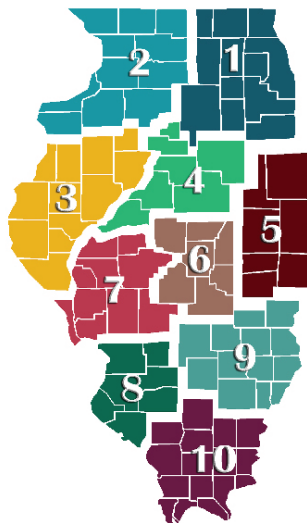
* Advertisers with a page or more of space may qualify for complimentary display space at the 2020 Illinois Land Values Conference. Inquire for details.

Regional Preference

Information will be presented by the specific geographic regions shown on this map. Please select the region(s) requested.

[] **Run the same ad as last year**

- [] Region 1 -- Northeast
- [] Region 2 -- Northwest
- [] Region 3 -- Western
- [] Region 4 -- North Central
- [] Region 5 -- Eastern
- [] Region 6 -- East Central
- [] Region 7 -- West Central
- [] Region 8 -- Southwest
- [] Region 9 -- Southeast
- [] Region 10 -- Southern
- [] Anywhere in the Report



Please reserve _____ ad(s) in the 2020 Land Values & Lease Trends Report in the region(s) checked.

Payment Enclosed

Please send invoice upon publication

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

e-mail _____

Make checks payable to: ISPFMRA
Mail to: ISPFMRA, N78W14573 Appleton Ave., #287, Menomonee Falls, WI 53051

Advertising Contact:

Jonathan Norvell, advertising chair
jnorvell@uillinois.edu

Phone: (217) 244-6352

Fax: (217) 239-6720

Submit ALL

Advertising Orders
Advertising Materials
Payment
to:

ISPFMRA

**N78 W14573 Appleton Ave., #287
Menomonee Falls, WI 53051**

e-mail:

ispfmra@countryside-marketing.com

Fax: 262-253-6903

Call if you have particular questions
262-253-6902

2020 Illinois Farmland Values and Lease Trends Report



Advertising Opportunities

Dates to Remember

**Deadline for Advertising Contracts
Friday, January 31, 2020**

**Deadline for Advertising Materials
Wednesday, February 12, 2020**

**Publication Release Date:
Thursday, March 19, 2020**