

New for 2025

Advertisers in the *2025 Land Values and Lease Trends Report* will be able to take full advantage of the benefits and impact of direct links between their ads and their home web sites.

Historically, Report web site downloads have been great!!

2024 YTD 838 downloads
 2023: 2,522 downloads
 2022: 2,684 downloads

These are ***in addition to*** the thousands who have gotten the book annually including land owners, accountants, auctioneers, title companies, investors, attorneys, lenders, state legislators and government officials, agribusiness professionals.....across Illinois and the country.

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



Ad Sizes / Prices (please check the appropriate boxes)

Size	Dimension (w" x h")	Rate b/w	Rate 4/c
Full Page [] *	7.5" x 9.5"	\$1,600 []	\$1,950 []
1/2 Page []	7.5" x 4.75"	\$900 []	\$1,100 []
1/4 Page []	3.625" x 4.75"	\$500 []	\$600 []
Business Card []	3.625" x 2.25"	\$300 []	\$350 []

Sliding discount rate available, i.e.: two half-page ads qualify for full-page rate, two quarter-page ads qualify for 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 only - no spot colors**
- **B&W ads must be supplied as gray scale**
 (\$25 minimum charge to open and change RGB files to CMYK or 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 fit/reproduction.
- **NEW! On the Reservation Form (reverse side) be sure to include the URL that should be the 'click through' for your ad in the booklet.**

Deadlines

Reservations for advertising space is February 7, 2025.

Please check the appropriate box on the order form on the reverse side and submit with your materials. If running the same ad as last year, please check the box and submit the form to **ispfmra@countryside-marketing.com**

Advertising materials are due on Wednesday, February 12, 2025.

Materials should be sent directly to: **ispfmra@countryside-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 FY2024/25 budget considerations.

* Advertisers with a page or more of space may qualify for complimentary display space at the 2025 Illinois Land Values Conference. Inquire for details.

Please reserve ___ ad(s) in the *2025 Land Values & Lease Trends Report* in the region(s) checked.

Payment Enclosed Please send invoice upon publication

Name _____
Company _____
URL for your ad _____
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 Contacts:

Tim Harris or Mike Lauher

Advertising Co-chairs

Tim: (815) 875-7418
timothy.a.harris@pgim.com

Mike: (217) 345-8312
michael.lauher@firstmid.com

Dates to Remember

**Deadline for
Advertising Contracts**
Friday, February 7, 2025

**Deadline for
Advertising Materials**
Wednesday, February 12 2025

Publication Release Date:
Thursday, March 28, 2025

Submit ALL

Advertising Orders, Materials
and Payment to:

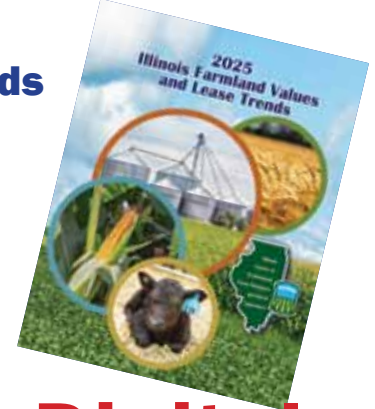
ISPFMRA
N78 W14573 Appleton Ave., #287
Menomonee Falls, WI 53051

e-mail:
ispfmra@countryside-marketing.com

Fax: 262-253-6903

Call if you have particular questions
262-253-6902

2025 Illinois Farmland Values and Lease Trends Report



New Digital Options Available

The *2025 Illinois Land Values and Lease Trends Report* will be released to the public on March 28 at the 2025 Illinois Land Values Conference which will be held in Bloomington, Illinois.

The 2025 Edition will be available as a **FREE pdf on-line download** to those requesting it.*

Advantages to readers AND advertisers:

- “Click through” from Ads to Advertiser Web Site!!
- “Click through” from Regional map to Regional Data
- On-line ordering for quick delivery

* A limited number of printed copies will be available at the Land Values Conference (complimentary with registration) and to advertisers at-cost for personal delivery. Contact ISPFMRA Office for details.