

# 2025 Minnesota Pork Congress Magazine

Official Publication of the 2025 Minnesota Pork Congress

February 11 & 12, 2025

Mayo Clinic Health System Event Center, Mankato, MN



## Advertising Rates & Printing Specifications

### About Pork Congress Magazine

- Mailed directly to 4,500 pork industry professionals prior to Pork Congress.
- Written and published by the Minnesota Pork Producers Association.
- 100% of circulation goes to individuals and businesses that are actively engaged in Minnesota pork production and the pork industry.
- ONLY official Minnesota Pork Congress publication.
- Minnesota Pork Congress is the state's only annual swine-specific tradeshow and educational event sponsored by the Minnesota Pork Producers Association.



### For tradeshow exhibiting information:

pam@mnpork.com or (507) 345-8814  
www.mnporkcongress.com

### Publication Specifications

**Print:** full-color on glossy paper

**Trim Size:** 8.25" x 10.75"    **Bleed:** 8.5" x 11"

### Artwork Specifications

Ads submitted electronically should be in TIFF, EPS or PDF format. All files should be a minimum of 300 dpi. All fonts should be converted to outlines.

### Rates

- OBC ..... \$2,400.00
- IFC/IBC ..... \$2,200.00
- Opposite IFC ..... \$2,200.00
- Opposite TOC ..... \$2,050.00
- Guaranteed full-page ..... \$1,850.00
- Full Page .....7.75 x 10.25" or 8.5 x 11" (includes bleed)..... \$1,700.00
- Guaranteed half-page ..... \$1,275.00
- Half-page (Horiz.).....7.75 x 5" ..... \$1,160.00
- 1/3-page (Vert.).....2.25 x 10.25" ..... \$960.00
- 1/4-page (Horiz.).....7.75 x 2.375" ..... \$785.00
- 1/6-page (Vert.).....2.25 x 5" ..... \$600.00
- 1/6-page (Horiz.).....7.75 x 1.5" ..... \$600.00

### Advertiser Information

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## Advertising Agreement with Minnesota Pork Producers Association

### Payment

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

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### Advertising Cost

Total Cost per Insertion \_\_\_\_\_

### Advertising Copy

Materials to be delivered on **October 18, 2024**

### Please return via email

**Attention: Bailey Ruen**

**bailey@mnpork.com or 507-345-8814**

**Checks payable and sent to:** Minnesota Pork Producers Association, 151 Saint Andrews Court, Suite 810, Mankato, MN 56001