

# CHOP TALK

## 2021 ADVERTISING RATES

### Audience

Chop Talk is a membership benefit, mailed to pork producers, those who have a vested interest in the pork industry, and allied industries across the state of Illinois.

### Specifications

Full Color  
300 dpi resolution  
.pdf or .eps/.ai format (preferred)

### Circulation

Average monthly circulation is 1,100 mailboxes. Issues are mailed out no later than the second week of each month.

### Deadlines

Artwork is due the 20th of each month prior to the issue you plan to advertise in. For example, an ad for Feb must be submitted by Jan 20th.

It is the responsibility of the advertiser to submit artwork in timely matter. Artwork submitted after the 20th is subject to rejection.

If your company has an advertising schedule arranged and no new artwork is submitted, the most recent ad will be used automatically.



**Illinois Pork  
Producers Association.**  
Generations of  
Commitment.

### Print Rates

Description	Size	Non-Member	Member
Full Page, Interior (Vertical)	7.5" wide x 10" tall	\$960	\$775
1/2 Page, Back Cover (Horizontal)	7.5" wide x 5" tall	\$600	\$525
1/2 Page, Interior (Horizontal)	7.5" wide x 5" tall	\$500	\$400
1/4 Page, Interior (Vertical)	3.75" wide x 5" tall	\$275	\$225

- Rates subject to change.
- Ad space will be limited to 25% of the monthly newsletter content.
- Advertising orders and copy are subject to publisher's approval. The publisher may reject any advertising requests and an advertisement may be rejected at any time.
- Cancellations after the insertion order is submitted will be billed for 50% of the advertisement rate.

For general advertising information, contact Jenny Ring at (217) 529-3100 or [jenny@ilpork.com](mailto:jenny@ilpork.com).

# CHOP TALK

## 2021 INSERTION ORDER

Company Name \_\_\_\_\_

Contact Person Name \_\_\_\_\_

Contact Person Email \_\_\_\_\_

Mailing Address \_\_\_\_\_


For tear sheet and invoice

### Advertisement Size

- ☐ Full pg      ☐ 1/2 pg int.      ☐ 1/2 pg back      ☐ 1/4 pg int.  
☐ Member Rate      ☐ Non-Member Rate

### Advertising Schedule

Please check all that months that you wish to advertise in.

- |  |   |  |                                    |
|--|---|--|------------------------------------|
| <input checked="" type="checkbox"/> January  |  | <i>The 2021 Expo Catalog: Chop Talk Special Edition, will be replacing the January and February Chop Talk issues. Please see separate form for further details and remittance.</i> | <input type="checkbox"/> September |
| <input checked="" type="checkbox"/> February |   |  | <input type="checkbox"/> October   |
| <input type="checkbox"/> March               | <input type="checkbox"/> May  | <input type="checkbox"/> July  | <input type="checkbox"/> November  |
| <input type="checkbox"/> April               | <input type="checkbox"/> June   | <input type="checkbox"/> August  | <input type="checkbox"/> December  |

### Payment Method

- ☐ Send us an invoice to pre-pay for whole year  
☐ Please bill us after each advertisement

Payments are due no later than 30 days after invoice arrives.

*Please remit this form to: Jenny Ring, Director of Communications, [jenny@ilpork.com](mailto:jenny@ilpork.com).  
Thank you for your commitment to the pork industry!*