



2020 PRINT & DIGITAL MEDIA GUIDE

PRINT ADVERTISING MISSOURIFFA TODAY

Missouri FFA Today publishes **four** (4) times each year within the National FFA Horizons magazine.

SIZE	PER INSERTION	4X DISCOUNT
1/8 page	\$275	N/A
1/4 page	\$520	\$480
1/3 page	\$600	\$550
1/2 page vertical or horizontal	\$900	\$800
Full Page	\$1600	\$1500

ACCEPTABLE FILE FORMATS

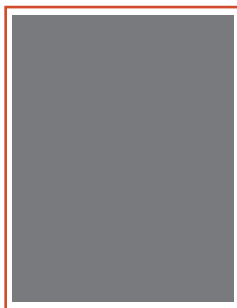
Email PDF files (preferred)-Version 3.0 or newer created with press/print-optimized settings to joann.pipkin@att.net. Fonts must be embedded and NOT subsets. Images must be embedded and must be at least 300 dpi at actual size. To submit material via FTP site, call our production department at 417-732-8552.

GET TO KNOW MISSOURIFFA

FFA continues to help the next generation of **agriculturalists** rise up to meet the challenges of **feeding a growing population** by helping its members develop their own unique **talents** and explore their **interests** in a broad range of **career pathways** through their experiences in agricultural education (Ag Ed). While its **heritage** remains in the Future **Farmers** of America, today's FFA members are also future **biologists**, future **chemists**, future **veterinarians**, future **engineers** and future **entrepreneurs** of America, too.

25,945
MISSOURIFFA MEMBERS

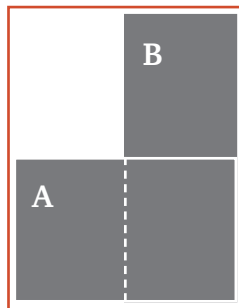
With state FFA membership **increased**, membership is at an all-time high. Nationally, **Missouri FFA** ranks **6th** behind Texas, Georgia, California, Ohio and Oklahoma.



Full Page

6.875" w x 9.5" h

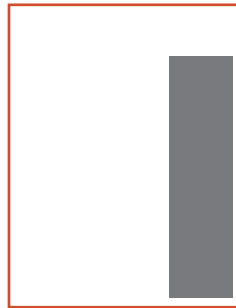
Bleed 8.125" w x 10.75" h



Half Page

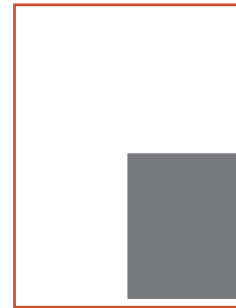
A: 6.875" w x 4.75" h

B: 3.32" w x 9.5" h



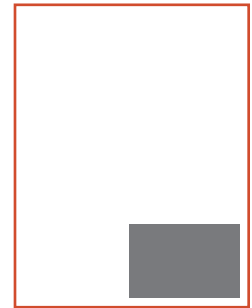
Third Page

2.17" w x 9.5" h



Quarter Page

3.32" w x 4.54" h



Eighth Page

3.32" w x 4.42" h

CONTACTUS

Joann Pipkin/Show Me Agri-Comm
Editor/Publisher, Missouri FFA Today
Manager, Digital Media

3674 S. State Hwy N
Republic, MO 65738
Phone: 417-827-2756
Fax: 417-732-4493
joann.pipkin@att.net



BLEED GUIDELINES

Bleed is offered on full page, half page, third page and quarter page ads. You may choose to run a full page ad full bleed so that it covers the entire page, leaving no margin. Please note that any text, logos or elements other than photos should remain within the parameters of our live area.



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DIGITAL ADVERTISING MISSOURIFFA.ORG

missouriffa.org offers the following ad sizes endorsed by the Interactive Advertising Bureau (IAB).

SIZE/PLACEMENT	POSITION	RATE	w/ 4x Print Contract
180x180 Home Page Block	Right Side	\$250/mo.	\$200/mo.
180x90 Home Page Half Block	Right Side	\$150/mo.	\$125/mo.
180x180 Secondary Block	Right Side, Secondary Pages	\$200/mo.	\$175/mo.
728x90 Secondary Leaderboard	Top, Secondary Pages	\$250/mo.	\$200/mo.

WEB FILE REQUIREMENTS All digital ads link directly to advertiser's website.

- Preferred Files: JPEG, GIF, Animated GIF 72-110 dpi RGB
- Please ask about other file formats. No Microsoft Publisher files accepted.
- Files can be submitted via e-mail if less than 10 MB.
- Submitting materials by FTP site: Username and password available upon request.

INVEST IN OUR FUTURE

Missouri FFA Association offers **two unique opportunities** for investing in the future of agriculture through its presence in both digital and print media, Missouri FFA puts you in touch with **tomorrow's leaders**.

Missouri FFA Today is the official publication of the Missouri FFA Association. Now in its **23rd year of publication**, *Missouri FFA Today* continues to be an insert in *New Horizons*, the official publication of the National FFA Organization. It is direct-mailed to paid **Missouri FFA members** in addition to high school **administrators** and **counselors**, and **agribusiness leaders**.

TOTAL CIRCULATION: 26,000 STATEWIDE

Missouri FFA Association's website uses today's digital technology to reach out to **FFA members** and its **industry partners** as the premier information tool for tomorrow's agriculture leaders.

VISIT MISSOURIFFA.ORG

HOME PAGE & SECONDARY SQUARE/BLOCK

180 x 180

HOME PAGE HALF BLOCK

180 x 90

SECONDARY LEADERBOARD

728 x 90

DID YOU KNOW?

- Agriculture/Agribusiness provides **23%** of all U.S. jobs.
- Missouri Ag Ed students have a **95% placement rate** - they are either employed, continuing education or in the military.
- **65%** of high school Ag Ed graduates who enroll in post-secondary education are **continuing their education** in programs related to agriculture, food and natural resources.
- Of Missouri's 28,000+ ag education students, more than 40% are female; 3% of members are Hispanic/Latino, 1% American Indian/Alaskan Native, 1% Asian, 2% black or African-American; 93% white.
- FFA classroom activities help members discover their career path and realize success through **hands-on work experience** and live skills development.
- Collectively, Missouri FFA members **earned more than \$49 million** in 2019 through their hands-on work experience.
- Members learn advanced career skills through participation in **49 national proficiency areas**. Work experiences are available in agricultural communications, food science and technology, turf grass management and wildlife production and management, as well as many others. Through **24 national career development events** and one activity, FFA members are challenged to real-life hands-on tests of skills that prepare them for more than **300 careers** in the agriculture industry.