



2018 PRINT & DIGITAL MEDIA GUIDE

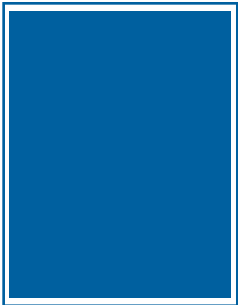
GET TO KNOW US

FFA continues to help the next generation rise up to meet the challenges of feeding and 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.

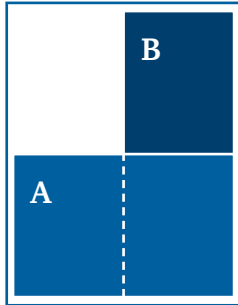
PRINT ADVERTISING

MISSOURI FFA TODAY

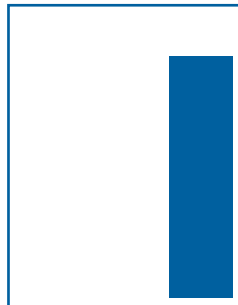
Size	Per Insertion	4x Discount
1/8 page	\$275	N/A
1/4 page	\$520	\$480
1/3 page vertical	\$600	\$550
1/2 page vertical or horizontal	\$900	\$800
Full page	\$1600	\$1500



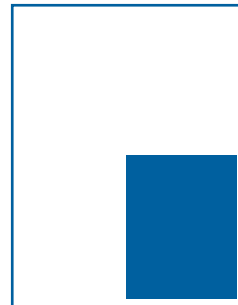
Full Page
6.875 x 9.5
Bleed 8.125 x 10.75



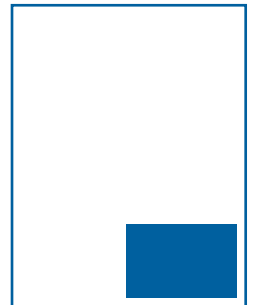
Half Page
A: 6.875 x 4.75
A: Bleed 8.125 x 5.375
B: 3.375 x 9.5
B: Bleed 4 x 10.75



Third Page
2.125 x 9.5
Bleed 2.75 x 10.75



Quarter Page
3.43 x 4.75
Bleed 4 x 5.375



Eighth Page
3.3125 x 2.2375

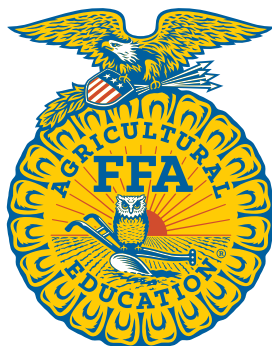
26,057

The number of FFA members in Missouri.
With state membership increased, membership is at an all-time high.
Nationally, Missouri FFA ranks sixth in FFA membership.

CONTACTUS

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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.

TRIM SIZE: 7.875 x 10.5
BLEED SIZE: 8.125 x 10.75
LIVE AREA: 7.7375 x 10

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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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 18th 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 is 26,057

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.

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
300x300 Home Page Block	Middle	\$250/mo.	\$200/mo.
300x175 Home Page Half Block	Middle	\$150/mo.	\$125/mo.
300x300 Secondary Block	Middle, Secondary Pages	\$200/mo.	\$175/mo.
728x90 Secondary Leaderboard	Top, Secondary Pages	\$250/mo.	\$200/mo.

All digital ads link directly to advertiser's website.

WEB FILE REQUIREMENTS

- 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.

HOME PAGE HALF BLOCK

300 x 175

HOME PAGE & SECONDARY SQUARE/BLOCK

300 x 300

SECONDARY LEADERBOARD

728 x 90



CONTACT US

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DID YOU KNOW?

- Agriculture/Agribusiness provides 23% of all U.S. jobs.
- Missouri Ag Ed students have a 94% placement rate - they are either employed, continuing education or in the military.
- 60% 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 26,057 FFA members, more than 40% are female; 2% of members are Hispanic/Latino, 1% American Indian/Alaskan Native, 1% Asian, 2% black or African-American; and 94% 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 earn more than \$46 million annually through their hands-on work experience.
- Members learn advanced career skills through participation in 48 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 will prepare them for more than 300 careers in the agriculture industry.