

A close-up photograph of a basket filled with fresh autumn produce. In the foreground, there are several large, bright orange pumpkins with green stems. To the left, a bunch of radishes with reddish-brown roots and green leafy tops is visible. In the bottom foreground, there are several green and yellow striped squash. The background is filled with more pumpkins and green leaves. The overall scene is vibrant and seasonal.

my Indiana Home

 A MAGAZINE FOR INDIANA FARM BUREAU MEMBERS

: Back home again in Indiana,
: And it seems that I can see
: The gleaming candlelight, still shining bright,
: Through the sycamores for me.
: The new-mown hay sends all its fragrance
: From the fields I used to roam.
: When I dream about the moonlight on the Wabash,
: Then I long for my Indiana home.



**WHY ADVERTISE IN A
CUSTOM PUBLICATION?**

Content marketers recommend custom magazines to impact sales, brand awareness and customer retention.

Source: Get Content, Get Customers
by Joe Pulizzi and Newt Barrett

Magazines also rank first at influencing consumers to start online searches for products and services.

Source: Magazines Excel in Triggering Online Search, Magazine Publishers of America, 2009



In 1919, the Indiana Farm Bureau began publishing *Hoosier Farmer*. Staying true to its deep Hoosier heritage, the Indiana Farm Bureau introduces *My Indiana Home* as the new membership publication. *My Indiana Home* will connect readers with the food they eat, the Indiana farmers who grow it and a rural lifestyle that is uniquely Hoosier.

“The challenge is how to bring the non-farm members into the agricultural world, and I think the way to do that is through food, agritourism and the stories about things around the state that might be ag-related.”

– Andy Dietrick,
IFB Public Relations

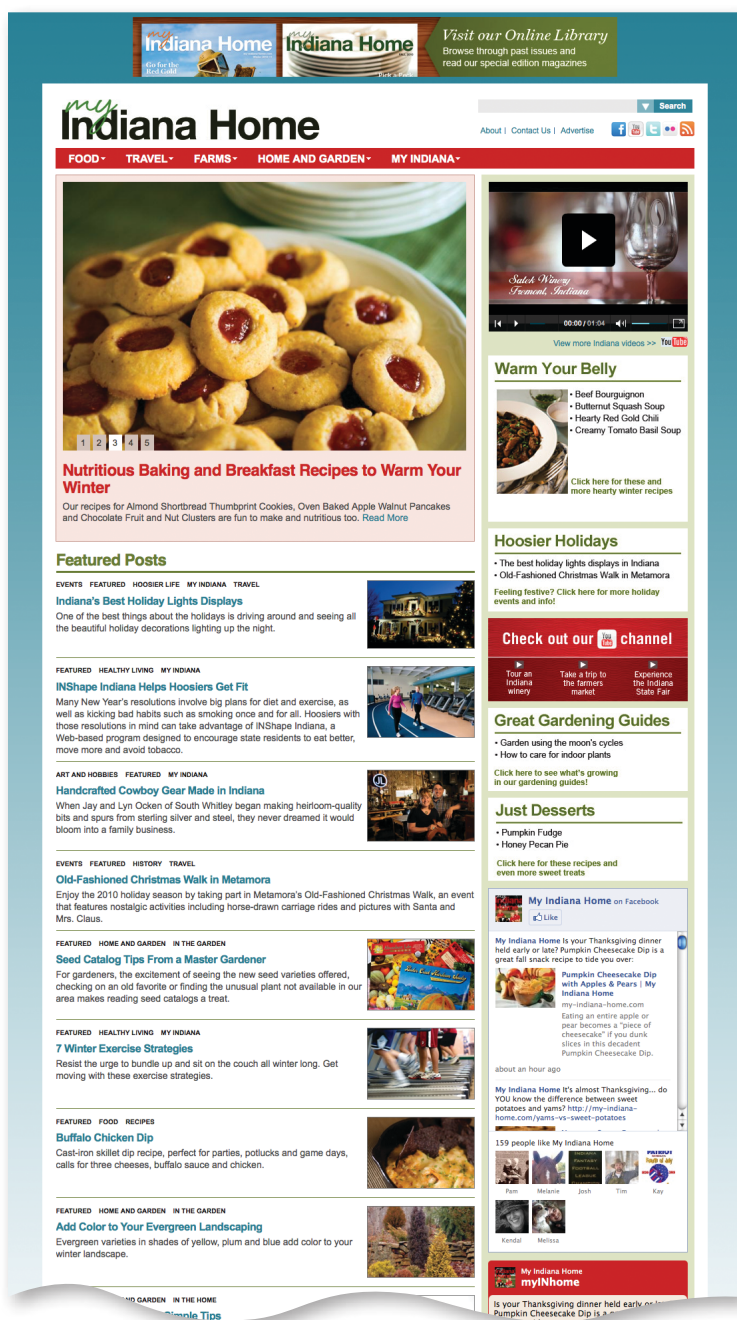
Indiana Farm Stats 2009

- **61,500 farms**
- **Average size: 241 acres**



... AND ONLINE

Readers interested in more information on *My Indiana Home* topics can enjoy the functionality and ease of navigating the companion website, my-indiana-home.com. And advertisers will capture the attention of these visitors with strategically placed online advertising units. Ads will rotate throughout the site and sponsorship opportunities are available that enable advertisers to take ownership of a specific section of the site.



SPONSORABLE SECTIONS:

- FOOD
- TRAVEL
- HOME AND GARDEN
- INDIANA LIVING
- FARMS

HIGH-VISIBILITY BRANDING OPPORTUNITIES ARE AVAILABLE AND INCLUDE:

- Home Page "Feature" Video Sponsorship
- Home Page Half-Medium Rectangle
- 100% Share-Of-Voice Display Advertising
- Recipe Center Sponsorship
- E-Newsletter Sponsorship
- Niche Digital Magazine Sponsorship

What people are saying about *My Indiana Home*

This time of year, the mailbox is full of unsolicited magazines. Many times they go straight into the recycle bin. But I opened yours and began reading the wonderful stories of Indiana farmers and beekeepers! I began reading facts and figures out loud to my family. We enjoyed the entire magazine and will look forward to the next. Thank you!

Jill Joyce
Fishers, Indiana

I'd like to say how much I enjoy seeing *My Indiana Home* in my mailbox. This is a great publication with interesting stories. After reading about the local farmers, I'm left with a sense of Hoosier pride. As a farmer's daughter who moved to the "bigger" city (from Jasper to Evansville), I love reading about farming and appreciate the reminder that there are still farming families thriving in this state.

Julie Mehringer
Evansville

Indiana Farm Bureau Membership: 275,139

NON-FARMERS: 196,934
FARMERS: 78,205

I've been a Farm Bureau member for over 50 years. The old *Hoosier Farmer* I received was seldom read before being discarded. The first edition of *My Indiana Home* has been read several times, and I recently passed it on to my granddaughter in northern Indiana. I asked her to send this email to you. Please keep up the good work.

Gloria A. Woolard
Delaware Co. Eaton, Indiana

I could not be more impressed with the *My Indiana Home* magazine! The photography was outstanding and I enjoyed all of the features and departments. What a great magazine to educate our non-farm folks about what goes on in farming. Hopefully, you will include articles in the future about livestock farming, how we care for our animals and what we're all about; grain farming and why it produces noise and dust; and anything else our neighbors need to know so we can live together as good neighbors. Keep up the good work.

Debi Hill
Hancock County



Sweet Success

Century-old Hutter's Honey Farm continues family tradition

Whether enjoyed in hot tea, on a pasture honey sandwich or in the form of a scented candle, honey makes life a little sweeter.

But Tracy and Christina Hutter, honey in a cup of life. Though they both have full-time jobs as teachers, they also carry on a 100-year legacy of beekeeping at Hutter's Honey Farm, their fourth-generation honey farm in Martinsville, Ind.

The Hutter family initially began raising honey bees in the 1920s, when grandpa and Hutter's grandfather, Carter Hutter, who began in 1918. The Hutter family has a long history of beekeeping, and it's not just about the honey and the profits, and Hutter's Christina says, "The bees are what we're passionate about."

Hutter's Christina says, "The bees are what we're passionate about."



Go for the Red Gold

Family-owned firm grows tomatoes and jobs for Indiana and beyond

While growing in a garden and in the field, the tomatoes at Red Gold are the result of a family-owned firm growing tomatoes and jobs for Indiana and beyond.

Red Gold is a family-owned firm growing tomatoes and jobs for Indiana and beyond.

“What is there not to like about the Indiana tomato?”

my Indiana Home

Integrated Media Program Ad Specs/Digital Submission

SUPPLIED FILES POLICY

Journal Communications Inc. is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

It is understood that submitted files are set up as the advertiser intended and were approved prior to submission to Journal Communications Inc.

Any extra charges incurred by Journal Communications Inc. due to the problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

SUBMITTED PRINT ADS

- Submit as a high-resolution PDF (PDF/X-1a).

FTP

<http://www.jnlcom.com/ftp>

Username: ads Password: client

- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

EMAIL (ADS@JNL.COM.COM)

- Compress your files into a single, compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Include your business name, magazine name and ad size in your email message. Email to ads@jnlcom.com.
- A color proof must be submitted with the ad to ensure accuracy of printing. Files cannot be processed until a proof is received, or a \$50 proofing fee will apply. In addition, we cannot guarantee content unless a proof is received.

DISK

- We accept Mac-formatted CDs/DVDs.
- A color proof must be submitted with the ad to ensure accuracy of printing. Files cannot be processed until a proof is received, or a \$50 proofing fee will apply. In addition, we cannot guarantee content unless a proof is received.

SUBMITTED STATIC AND ANIMATED WEB AD SPECIFICATIONS (REQUIRED FOR DYNAMIC/RICH MEDIA ADS)

- Submit in one of the following formats – GIF, Animated GIF, JPEG, Flash. If submitting Flash, also supply a backup GIF to serve users who do not have the Flash plug-in.
- Linking URL must be provided.
- All rich media ads must be submitted as a .SWF or .FLA file with a click-through URL.
- All ad units must be coded properly for click tags and launch a new browser window when clicked on.
- If files do not contain the proper coding or deviate from the specifications on this form, the file will be rejected and must be resubmitted.

VIDEO SPONSORSHIP MATERIAL

JCI-Produced Video Ads – 15 Seconds

Material Requirements:

- Up to five photos – saved as a high-resolution .jpg (300 dpi)
- Company logo – saved as a high-resolution .jpg (300 dpi)
- Copy or tagline of up to two sentences

Submitted Video Ads – 30 Seconds

File Format Requirement:

- High-resolution Quicktime .mov or .dv file, uncompressed
- Aspect ratio: 16:9

PRINT AD SIZES

Two-Page Spread:

Bleed: 15.75"w x 10.75"h
Trimmed to 15.5"w x 10.5"h
Live area: 15"w x 10"
.25" in gutter on each side

Full-Page:

Bleed: 8"w x 10.75"h
Trimmed to 7.75"w x 10.5"h
Live area: 7.5"w x 10.25"h
Set your document up to the bleed size, keeping all images/text in live area.

Back Cover:

Bleed: 8"w x 8.125"h
Trimmed to 7.75"w x 8"h
Live area: 7.5"w x 7.875"h
Special size to accommodate mailing address and indicia. Set your document up to the bleed size, keeping all images/text in live area.

2/3-Page Vertical:

4.4375"w x 9.5"h

1/2-Page Vertical:

4.4375"w x 6.5"h

1/2-Page Horizontal:

6.75"w x 4.5"h

1/3-Page Vertical:

2.125"w x 9.5"h

1/3-Page Horizontal:

4.4375"w x 4.5"h

1/6-Page Vertical:

2.125"w x 4.5"h

1/6-Page Horizontal:

4.4375"w x 2.1875"h

ONLINE DISPLAY AD SIZES

Leaderboard:

728 x 90 pixels



Medium Rectangle:

300 x 250 pixels



Half Rectangle:

300 x 125 pixels



my Indiana Home

2012 Publishing Calendar

Issue	Editorial Highlights*	Sales Close	Materials Due	In Home Date
Winter 2011-12	<ul style="list-style-type: none"> • Farm Focus: Sheep farm • Travel: African American Heritage Trail • Gardening: Live Christmas trees • Recipes: Comfort foods 	9/2/2011	9/23/2011	12/1/2011
Spring 2012	<ul style="list-style-type: none"> • Ag Focus: Farm restorations • Travel: Farm to Fork Tour • Gardening: Breeding orchids • Recipes: Ingredients from spring gardens 	12/2/2011	12/16/2011	3/1/2012
Summer 2012	<ul style="list-style-type: none"> • Farm Feature: Cantaloupes and melons • Travel: Bloomington best-bets • Recipes: Summer soups • Gardening: Eco-friendly pest prevention 	3/2/2012	3/16/2012	6/1/2012
Fall 2012	<ul style="list-style-type: none"> • Travel: West Lafayette/Lafayette attractions • Ag Awareness: Indiana FFA Association • Agritourism: Orchard and winery • Recipes: Whole grains 	6/1/2012	6/15/2012	8/31/2012
Winter 2012-13	<ul style="list-style-type: none"> • Farm Focus: Indiana pork • Hobbies: Indiana Glass Trail • Agritourism: Ranches with winter activities • Travel: Indiana State Park Inns 	8/31/2012	9/14/2012	11/30/2012

*Editorial subject to change.

For more information, please contact Robin Robertson at (615) 895-9657 or by email at rrobertson@jnlcom.com

 **JOURNAL COMMUNICATIONS**
CUSTOM MEDIA. CUSTOM CONTENT.

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