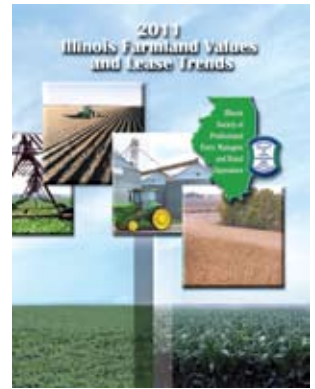


The 2011 Illinois Farmland Values and Lease Trends Report is coming March 16, 2011



Be A Part of It!

The annual Illinois Land Values and Lease Trends Report has become the definitive publication regarding land values trends across the state of Illinois. Celebrating its 16th year, the Report has grown to be recognized and sought out as the vital source of information for realtors, appraisers, accountants, developers, farmland owners, attorneys, lenders, agribusiness leaders, and countless others across the United States. In 2010 the publication sold out at nearly 6,000 copies and was distributed across 18 different states.

The presentation of the 2011 Illinois Farmland Values & Lease Trends survey will be made at the annual Illinois Land Values Conference to be held March 15 - 16, in Bloomington. The printed report will be distributed to those in attendance with

BONUS DISTRIBUTION

to farm commodity groups, state and national legislators, dealer organizations, cooperatives, agricultural educators, and the farm and business media

PLUS

copies will be made available to agribusinesses, producers, farmland owners, accountants, farm management consultants, title companies, appraisers, developers, auctioneers anyone with an interest in land values and farmland lease trends.

This broadcast distribution means that advertising messages will get state-wide exposure from Chicago to Cairo, and all at very efficient rates starting **as low as \$250** for a business card ad **PLUS** regional buys!

Rates, ad sizes and printing specifications are printed on the reverse side. All advertisers will receive five complimentary copies of the Report.

Give a call if you have any questions.



In the meantime, don't miss this opportunity to get your advertising message out across the state! Be A Part of It! Reserve your space now!

Illinois Society of Professional Farm Managers and Rural Appraisers
N78 W14573 Appleton Ave., #287
Menomonee Falls, WI 53051
262-253-6902 - Telephone
262-253-6903 - Fax

[Visit our Web site at www.ISPFMRA.org](http://www.ISPFMRA.org)

Advertising Opportunities

Please select the size of ad you would like:

Size	Dimension ("w X "h)	Rate	Selection
Full Page	7 1/2" X 10"	\$1,400	[]
Half-Page	7 1/2" X 5"	\$750	[]
Quarter-Page	3 1/5" X 5"	\$400	[]
Business Card	3 1/2" X 2 1/2"	\$250	[]

A sliding discount rate is available, i.e. two half-page ads qualify for the full-page rate, two quarter-page ads qualify for the half-page rate, etc.

Specifications

- All ads are b&w. No bleeds.
- Art should be submitted in electronic format-TIF, EPS, JPG, BMP (cannot guarantee print quality of PDFs)
Recommend uncompressed & unzipped files 200 ppi or greater
Files larger than 1.4M should be sent on CD
Supply hardcopy with CD for proofing or via fax for e-mailed files

PHOTOCOPIES OR FAXES OF MATERIALS WILL NOT BE ACCEPTED.

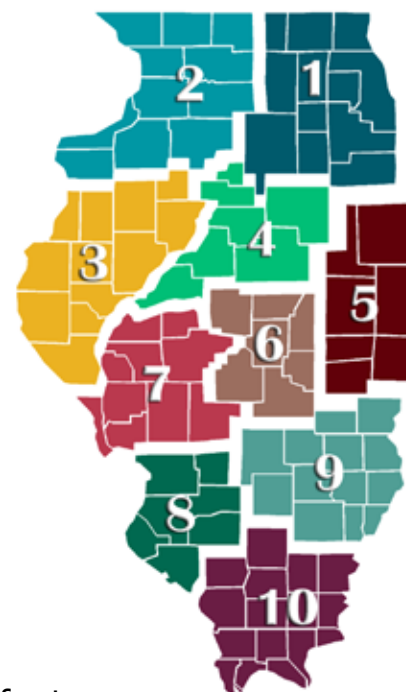
- Advertisers will be charged \$75/hour (\$25 min) for work required to create or enhance materials to make them suitable for reproduction.

Regional Preference

The survey information will be presented by the specific geographic regions as shown on this map. If you would like your ad to be included as part of a specific region, or regions, please indicate here.

[] Run the same ad as last year

- | | |
|------------------------------|-----------------------------|
| [] Region 1 – Northeast | [] Region 7 – West Central |
| [] Region 2 – Northwest | [] Region 8 – Southwest |
| [] Region 3 – Western | [] Region 9 – Southeast |
| [] Region 4 – North Central | [] Region 10 – Southern |
| [] Region 5 – Eastern | [] Anywhere in the Report |
| [] Region 6 – Central | |



Reservations Deadline

Reservations for ad space AND Materials are due February 4, 2011.

To reserve space, please check the appropriate boxes above and mail or fax to:

ISPFMRA
N78W14573 Appleton Ave., #287
Menomonee Falls, WI 53051

ISPFMRA@country-side-marketing.com
FAX: 262-253--6903
Telephone: 262-253-6902

Please reserve _____ ad(s) in the 2010 Land Values & Lease Trends Report in the regions checked.

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

e-mail _____