

Wisconsin HOLSTEIN NEWS

2011 BREEDER ADVERTISING CONTRACT

The *Wisconsin Holstein News* is published 11 times per year by the Wisconsin Holstein Association. All contracts apply to the calendar year and offer a savings to the regular advertiser.

Contracts can be signed for six issues or more, any size ad, contracted throughout the calendar year. Contract rates apply to any additional advertising beyond the number of issues contracted. Multiple Issue Advertising packages are also available, offering savings to advertisers who are interested in several special issues throughout the year.

The editor reserves the right to repeat advertisements of yearly contract advertisers when new copy is not received by closing date of the publication issue.

The *Wisconsin Holstein News* reserves the right to bill for unfilled contracts, when a contract is cancelled or the contracted space is not used within the contracted period.

The undersigned desires to contract the advertising space indicated below subject to the rates and terms stated above. Contract is to be fulfilled in the 11 regular issues of the Wisconsin Holstein News during calendar 2011.

Refer to the 2011 Rate Card for complete details on Special Pages, ad sizes, requirements, deadlines, etc.

Breeder Black/White Rates		
<u>PAGE</u>	<u>REG.</u>	<u>6x or more</u>
Full Page	\$240.00	\$210.00
2/3 Page	\$180.00	\$155.00
1/2 Page vertical or horizontal	\$150.00	\$130.00
1/3 Page	\$115.00	\$100.00
1/4 Page	\$85.00	\$75.00
Breeder Business Card: 3 1/4 x 2		
• Pay one time for the year - \$25.00/month		
• Billed monthly - \$30.00/month		

***Rates will vary for Midwest Holsteins issues*

CONTRACTS AVAILABLE	
<i>Please circle your choice</i>	
• 6 TIMES or MORE	
<u>AD SIZE</u>	
Full Page	2/3 Page
1/2 Page (vertical or horizontal)	
1/3 Page	1/4 Page
Business Card	
• Multiple Issue Advertising Packages	
Package 1	Package 2
Package 3	Package 4
<i>(see details at right)</i>	

CIRCLE MONTHS ADS SHOULD RUN

JAN FEB MAR APR MAY JUNE JULY/AUG SEPT OCT NOV DEC CALENDAR

Farm Name: _____ Name of contact person: _____

Phone: _____ e-mail (if available): _____

Address _____ State _____ Zip _____

Signature _____ Date _____

Mail a copy to the Wisconsin Holstein News and keep a copy for your files.

Wisconsin HOLSTEIN NEWS

2011 Feature Issues

January

Adult Convention preview
(Dodge County)
YAC Sale promotion
District 8

February

YAC Sale &
early March sales
District 6

March

Midwest Holsteins issue
Sales & Merchandising issue
Junior Convention results
Barn Meeting info

April

Production Issue
Adult Convention Review
District 4

May

Genomic Stars issue
District 7

June

Red & White feature &
National Convention issue
District 10

July/August

Cow Family Feature -
Scientific Debutante Rae
Twilight meetings
District 1

September

Show Results
District 5

October

Midwest Holsteins issue
Futurity & State Fair results

2012 Breeder Calendar

(ready for World Dairy
Expo, mailed with
November issue)

November

AI Feature Issue -
International Protein Sires
District 2

December

Youth Issue
District 3

Multiple Issue Advertising Packages

Package 1: 6-TIME ADVERTISING

*Save \$25 on full page ads in Midwest Holsteins or
Calendar and 12% on other issue ad rates*

Package 2: 5-TIME ADVERTISING

*Save \$25 on full page ads in Midwest Holsteins or
Calendar and 10% on other issue ad rates*

Package 3: 4-TIME ADVERTISING w/Calendar

*Save \$25 on full page ad in Midwest Holsteins,
\$25 on Calendar ad and 8% on other issue ad rates*

Package 4: 4-TIME ADVERTISING

*Save \$25 on full page ad in Midwest Holsteins and
8% on other issue ad rates*