








The only
 publication
 that reaches
 all purebred
 Holstein
 Breeders in
 Wisconsin!

**MECHANICAL
 REQUIREMENTS**

Printed Sheet Fed and Saddle Stitched
 Trim Size: 8" x 10 7/8"
 Bleed Size: 8 1/4" x 11 1/8"
 Live Matter 7" x 10"
 300 DPI, 150 line screen
 Printed on 70# glossy paper
 Direct to Plate Process



Full Page 7" x 10" Bleed Size 8 1/4" x 11 1/8"		1/3 Page 4 3/5" x 4 7/8"	
2/3 Page 4 3/5" x 10"		1/4 Page 3 2/5" x 4 7/8"	
1/2 Page - Horizontal 7" x 4 7/8"		Breeder Business Cards 3 1/4" x 2"	
1/2 Page - Vertical 3 2/5" x 10"			

Wisconsin
HOLSTEIN NEWS

**2010
 COMMERCIAL
 RATE CARD**

The Wisconsin Holstein News is a six column layout. The size and shape of the ads are listed here, so please pay special attention to the measurements to ensure you receive the space you need. If you have any questions, please call the editor for clarification.

All ads and related material should be sent to:
Wisconsin Holstein News
 P.O. Box 49 • 321 E. Linden St.
 Lancaster, WI 53813
 Phone: (608) 723-4933
 FAX: (608) 723-4973
 lauraw@wisholsteins.com
 www.wisholsteins.com

Commercial Black/White Rates

PAGE	REG.	6X OR MORE
Full Page	\$400.00	\$360.00
2/3 Page	\$275.00	\$250.00
1/2 Page	\$250.00	\$225.00
1/3 Page	\$175.00	\$160.00
1/4 Page	\$135.00	\$125.00
Classified Advertising \$17/column inch		

PREFERRED PAGES

Back Cover - \$1,180 Sold as a 4 color ad with separations provided by the advertiser.

Inside Front & Back Covers - \$475
Includes one additional color

Preferred Pages - \$475
Includes one additional color.

Pages 1 - 7
Page Facing the Index Page
Page Facing the Calendar of Events
Page Facing Lead Editorial
Index of Advertisers Page 50% - \$210

All Preferred Page Ads are sold on a Contract Basis only. Ads include only what is stated above. Any additional features requested will be charged according to normal schedule, see Other Charges.

Wisconsin HOLSTEIN NEWS

OTHER CHARGES

Full Color (4 Color Process) - \$200.00
Second Color -
Page - \$60.00
50-60% Page - \$45.00
< 50% Page - \$30.00
Photos - \$8.50 each
Acquiring Photos - \$5.00 each, plus costs
Custom Artwork - \$20.00/hour, minimum 1/2 hr.
Special request right hand pages-\$50 when honored

DISCOUNTS

Setup Discount up to \$25.00 per page
On Time Discount - 5%
Cash Discount - 2%/15 Days

Programs Used Quark XPress 7.31, Adobe Photoshop CS 2 and Adobe Illustrator CS 2 on Mac platform.

If disk supplied ads must be modified, for any reason, discounts will be forfeited and additional charges may be added.

EXPLANATION OF TERMS

Second Color - Any color except black and shades of gray.

Acquiring Photos - Whenever a photo is missing, to facilitate the on time publication of the magazine, we will acquire the photo for you.

Custom Artwork - Creating a logo or a piece of art for you upon your request, because we don't have access to an already created copy of this artwork. You will be notified before we begin custom art.

Set-Up Discount - If the ad is already designed or typeset and needs little or no preparatory work by us.

On Time Discount - If an ad, including any pictures or artwork, is received by ad deadline for that issue, a 5% On Time Discount will be allowed. Ads received on disk will receive the On Time Discount when received by deadline.

CLOSING DATES: The NEWS is published during the first week of each month, 11 issues per year. Advertising deadlines will vary each month, however, advertising materials are due no later than the tenth day of the month preceding publication. **To receive the on time discount, ad copy must be received by the first day of the month preceding publication.**

PROOFS: One free proof is provided to advertiser for all ads received by the deadline. All other ads and additional proofs will be charged at \$5.00/proof. No proofs will be provided for ads received five working days after deadline.

FULL COLOR: \$200 for color, plus page rate and any other art or production charges.

INSERTS: Inserts are accepted on a price quotation basis. Contact the editor for the specific rates.

REPRINTS: Reprints of an ad may be ordered at the time the advertising materials are submitted to the NEWS. Contact the editor for reprint quotes.

TERMS: Ad billing is done during the month the publication is released. A 2% Cash Discount will be allowed if account is paid within 15 days of billing. A net amount is due in 30 days. A finance charge of 1 1/2% per month will be added to all balances after 30 days from the invoice date. Advertisers with a balance 60 days past due will be denied advertising privileges.

DELIVERY: Due to the uncertainties in publishing and mailing, the publisher cannot assume responsibility for the delivery of issues carrying advertising of sales scheduled for earlier than the fourteenth day of the month.

PHOTOGRAPHS: Photographs must be supplied with advertising materials and can be reduced for size within the ad. It is the responsibility of the advertiser to be certain the NEWS is supplied with all pictures necessary for the ad. Any pictures missing at the time the magazine is ready for printing will be omitted from the ad. Black and white or color glossy professional photographs are preferred. Professional pictures of animals submitted for publication for paid advertising in the News will be returned upon request. Family and farm pictures will be returned upon request.

CIRCULATION:
3,000 Wisconsin Holstein
Association members and
subscribers.