

Wisconsin HOLSTEIN NEWS

2015 BREEDER ADVERTISING CONTRACT



Special 125th Anniversary Package:
Save \$125 (13%) on 4 full page ads!
 As a special for our members during this anniversary year, we are offering a \$125 discount on four full page ads run during the year, including one in the May "125th Anniversary" issue. Discount will be applied to fourth ad.

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 2015.

Refer to the 2015 Rate Card for complete details on Special Pages, ad sizes, requirements, deadlines, etc.

Breeder Black/White Rates			
<u>PAGE</u>	<u>REG.</u>	<u>4x or more</u>	<u>6x or more</u>
Full Page	\$240.00	\$220.00	\$210.00
2/3 Page	\$180.00	\$165.00	\$155.00
1/2 Page vertical or horizontal	\$150.00	\$138.00	\$130.00
1/3 Page	\$115.00	\$106.00	\$100.00
1/4 Page	\$85.00	\$78.00	\$75.00
Breeder Business Card: 3 1/4 x 2			
• Pay one time for the year - \$25.00/month			
• Billed monthly - \$30.00/month			

CONTRACTS AVAILABLE	
<i>Please circle your choice</i>	
• Package 1: 6 TIMES or MORE AD SIZE	
Full Page	2/3 Page
1/2 Page (vertical or horizontal)	
1/3 Page	1/4 Page
• Multiple Issue Advertising Packages	
Package 2	Package 3
125th Anniversary Package	
<i>(see details at right)</i>	

***Rates will vary for Midwest Holsteins issues, contract advertisers receive \$25 discount on Midwest Holstein rates*

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.

2015 Feature Issues

- January - ads due Dec. 10**
 Adult Convention preview;
 125th Feature: Wall of Fame District 1
- February - ads due Jan. 9**
 Holstein World "Double Buy";
 WI Futures Sale;
 125th Feature: Service Award & Young Breeder winners District 4
- March - ads due Feb. 6**
 Midwest Holsteins issue;
 Junior Convention results;
 Barn Meeting info; 125th Feature: Outstanding Boys & Girls, National DJMs
- April - ads due March 11**
 Production issue - "Top 10s" & Top Performers;
 Adult Convention review;
 125th feature: Distinguished Breeders; District 7
- May - ads due April 3**
 125th Anniv. Issue District 2
- June - ads due May 8**
 Midwest Holsteins; "Top 10s" for genomics; 125th Feature: WI's Natl. Conventions & Natl. Directors; District 10
- July/August - ads due June 10**
 Select Sires issue;
 125th Feature: Junior Trip District 8
- September - ads due Aug. 10**
 Summer Show Results
 125th Feature: Championship Show/District Show series District 6
- October - ads due Sept. 4**
 Midwest Holsteins issue
 Futurity & State Fair results
 125th Feature: Futurity
- 2016 Breeder Calendar**
 (ready for World Dairy Expo, mailed with November issue)
- November - ads due Oct. 9**
 Red & White Issue
 125th Feature: Junior Contests District 5
- December - ads due Nov. 9**
 Youth Issue
 125th Feature: Royalty & JACs District 3

Additional Multiple Issue Packages

- Package 1:** 6-TIME or MORE ADVERTISING
Along with a 12% savings on regular issue rates, save \$25 on full page ads in Midwest Holsteins or Calendar
- Package 2:** 4 or 5-TIME ADVERTISING
Along with a 8% savings on regular issue rates, save \$25 on full page ads in Midwest Holsteins or Calendar
- Package 3:** SHOW PACKAGE (4x rates)
 - June Midwest Holsteins issue (Spring Show results)
 - September issue (District & State Show results)
 - 2 other issues of your choice