

# ADVERTISING RATE SCHEDULE

## CowCountry

Circulation: approximately 1,200 Wyoming ranchers & agriculture businesses

### ADVERTISING RATES

Back Cover	\$920 (color)
Inside Cover	\$840 (color)
Full page	\$540 (grayscale)
2/3 page	\$420 (grayscale)
1/2 page	\$330 (grayscale)
1/3 page	\$230 (grayscale)
1/4 page	\$180 (grayscale)
Business Card	\$ 50 (grayscale)

**Add 4-Color to your grayscale advertisement for \$300**

### DEADLINES

*CowCountry* is published quarterly

<u>Issue</u>	<u>Published</u>	<u>Deadline</u>
Winter	Jan 15	Jan 1
Spring	Apr 15	April 1
Summer	Jul 15	Jul 1
Fall	Oct 15	Oct 1

**WSGA also publishes *the No Bull Sheet*,  
monthly newsletter!**

**Call 307-638-3942 or visit**

**[www.wysga.org/advertise.html](http://www.wysga.org/advertise.html)**

**for more information**

### AVAILABLE DISCOUNTS

WSGA Member	20%
Non-Member Livestock Ad	10%
Frequent Buyer*	10%
Non Profit Discount	10%
<i>Maximum Discount</i>	<i>30%</i>

*\*Advertising in more than one issue per year or advertising in more than one publication.*

### AD FORMATING

Submit ads as a jpg or pdf at 300 dpi.  
Provide a 1/4" bleed on Back Cover ads.

Back Cover	8.5" x 11"
Full Page & Inside Cover	7.5" x 10"
2/3 Page	5" x 10"
1/2 Page (vertical)	3.75" x 10"
1/2 Page (horizontal)	7.5" x 5"
1/3 Page (vertical)	2.5" x 10"
1/3 Page (square)	5" x 5"
1/4 Page (vertical)	3.75" x 5"
1/4 Page (horizontal)	5" x 3.75"
Business card size	3.5" x 2"



# WHY ADVERTISE WITH CowCOUNTRY?

- **Renowned**—*CowCountry* is published by the Wyoming Stock Growers Association, which has served the interests of Wyoming's livestock producers since 1872. The livestock industry has trusted us for more than 140 years!
- **Impactful**—Reach more than 1,200 WSGA members & supporters each month who are serious producers and industry leaders
- **Economical**—Competitively priced and great discounts available
- **Standout**—Surveyed WSGA members say they highly value the content of our publications
- **Exclusive**—WSGA doesn't share or sell our membership list. Advertising in our publications & sponsoring our events is the only way to reach our members

For more information contact  
Editor Liz Lauck at  
307-638-3942 or [liz@wysga.org](mailto:liz@wysga.org)

## WSGA Membership Opportunities

### Producer Memberships

Level I—\$120 (1-100 Head)  
Level II—\$190 (101-250 Head)  
Level III—\$290 (251-500 Head)  
Level IV—\$495 (Over 500 Head)  
Guardian of the Grasslands \$600  
(Any number head)

### Lifetime Membership

\$10,000 (payable in up to 4 installments)

Youth Member (25 and under)—\$45

Supporting Member—\$25

### Associate Memberships

Level I—\$120

Level II—\$200

Level III—\$400

Level IV—\$800

Learn more at [www.wysga.org](http://www.wysga.org)!

## Wyoming Stock Growers Association

PO Box 206 or 113 East 20th St.

Cheyenne, WY 82003

Phone: 307-638-3942

Fax: 307-634-1210

E-mail: [info@wysga.org](mailto:info@wysga.org)

Website: [www.wysga.org](http://www.wysga.org)

Blog: [www.realranchers.com](http://www.realranchers.com)

# CowCOUNTRY



## 2018 MAGAZINE ADVERTISING RATE SCHEDULE



WYOMING STOCK GROWERS  
"Guardian of Wyoming's Cow Country since 1872"