

# ADVERTISING RATE SCHEDULE

## The NO BULL SHEET

Circulation: approximately 1,200 Wyoming ranchers & agriculture businesses

### ADVERTISING RATES

All display ads are grayscale

Full Page	\$300
1/2 page	\$185
1/4 page	\$110
Business Card	\$ 45

### PRE-PRINTED INSERTS\*

1 page (front & back)	\$275
Additional page	\$50 ea. side

No staples or inserts over 2 pages (front & back). Must be 20-24# paper.

\*You can provide inserts or we can print them for you at an additional cost (ink, paper and labor).

Call 307-638-3942 for details.

### DEADLINES

The No Bull Sheet is published monthly for WSGA members & supporters June/July jointly published

#### Advertising Deadline

1<sup>st</sup> Friday of each month  
Unless emailed otherwise

#### Publishing Date

2<sup>nd</sup> Thursday of each month

Will be notified if deadlines change by email

WSGA also publishes  
**CowCOUNTRY** quarterly magazine!  
Call 307-638-3942 or visit  
[www.wysga.org/publications.html](http://www.wysga.org/publications.html)  
for more information

Advertising in our publications are  
the best way to reach our WSGA  
Membership!  
Sponsors and Trade Show Vendors  
receive complimentary advertising—  
Ask us how!

### AVAILABLE DISCOUNTS

WSGA Members	10%
Frequent buyer	10%
Non-Member Livestock Ad	10%
Non Profit Discount	10%
Maximum Discount	20%*

\*Advertising consecutively in more than one edition or advertising in more than one publication.

### AD FORMATING

Submit ads as a jpg or pdf at 300 dpi.  
Ads placed on an 8.5"x11" publication.

Full Page	7.5" x 10"
1/2 Page (vertical)	5" x 7.5"
1/2 Page (horizontal)	7.5" x 5"
1/4 Page (vertical)	3.75" x 5"
1/4 Page (horizontal)	5" x 3.75"
Business card size	3.75" x 2"



## WHY ADVERTISE WITH THE NO BULL SHEET?

- **Renowned**—*The No Bull Sheet* 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 145 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  
Communication, Publications &  
Programs Director Olivia Sanchez at  
307-638-3942 or [olivia@wysga.org](mailto:olivia@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** \$715  
(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—\$130      Level II—\$220

Level III—\$440      Level IV—\$880

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)

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# 2018

## MONTHLY NEWSLETTER ADVERTISING



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