

COMMERCIAL ADVERTISING RATE SCHEDULE

CowCountry

Circulation: approximately 1300 Wyoming ranchers and ranch related businesses.

DISCOUNTS APPLICABLE

WSGA Member	20%
Yearly Contract	10%
Agency Discount	10%
Maximum Discount	30%

ADVERTISING RATE

Full page	\$515.00
2/3 page	\$400.00
1/2 page	\$315.00
1/3 page	\$220.00
1/4 page	\$170.00
1 column inch	\$ 25.00
Business card size	\$ 50.00

Prices are for grayscale:

1 Additional color	\$100.00
4 Color	\$300.00

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 a monthly newsletter, the *No Bull Sheet*. Call the WSGA office for further information on these ad rates.

AD FORMATING

Please submit ads as a jpg, tif, or pdf at 300dpi. For full bleed ads, provide 1/2" bleed.

Full Page	7.5" x 10"
2/3 Page	5" x 10"
1/2 Page (vertical)	5" x 7.5"
1/2 Page (horizontal)	7.5" x 5"
1/3 Page (vertical)	2.25" x 10"
1/3 Page (horizontal)	7" x 3.75"
1/4 Page	5" x 3.75"
Business card size	3.5" x 2"



WHY ADVERTISE WITH CowCountry?

- The Wyoming Stock Growers Association (WSGA) was established in 1872 to serve the interests and protect the rights of livestock producers.
- *Cow Country* is published by WSGA which has over 135 years of credibility with Wyoming's livestock agriculture industry.
- WSGA does not share or sell their membership list. Advertising in WSGA publications is an effective and exclusive method of reaching Wyoming's producers.
- *Cow Country* is published four times a year and has a shelf life of 3 months. WSGA also publishes a monthly newsletter, the *No Bull Sheet*.
- Advertising in *Cow Country* is an economical means to reach **serious** ranchers in Wyoming.

Wyoming Stock Growers Association

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2010 COMMERCIAL ADVERTISING RATE SCHEDULE

