

# HEREFORD AMERICA™

*Largest Privately Owned Hereford Newspaper in North America*

*Serving Commercial Cattlemen & Registered Hereford Breeders*



## **2009-2010 Advertising Rates**



Visit our web site at  
[www.herefordamerica.com](http://www.herefordamerica.com)

**Hereford America**  
13823 Beaver Creek Place • Reva, SD 57651  
Phone: 605/866-4495

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*Hereford America — The one that's read "from cover to cover."*

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The Largest Privately Owned Hereford Newspaper in North America

## Advertising Rates 2009-2010

(September 2009 - May 2010)

Size	Black & White	1 Extra Color	4-Color
2-Page Spread	\$1350	\$1500	\$1800
Full Pg.	\$700	\$ 775	\$ 950
3/4 Pg.	\$650	\$ 725	\$ 900
2/3	\$625	\$ 675	\$ 850
Jr. Page	\$600	\$ 650	\$ 750
1/2, Island	\$525	\$ 575	\$ 675
1/2 (vertical, 2 or 3 col.)	\$425	\$ 475	\$ 575
1/2 (horizontal, 4-col.)	\$400	\$ 450	\$ 550
1/3	\$350	\$ 375	\$ 475
1/4	\$200	\$ 225	\$ 300
1/8 Strip Ad (4-col.)	\$150	\$ 175	\$ 250
1/8	\$125	\$ 150	\$ 225
1/16 Strip Ad (4-col.)	\$100	\$ 125	\$ 175
1/16	\$75	\$ 100	\$ 150
Card Ad	\$150 per year (7 issues)		

U.S.  
FUNDS  
ONLY

\$20.00 per column inch

**Back Page:** \$1,000 minimum; will go to highest bidder.

**Black & White Photos:** \$5 each. **Color Photos:** \$10 each

**Note:** 1-Extra Color means the black and white ad space plus one extra color of your choice (no metallics or fluorescents.); the 4-color rate is the space plus 4-color charge combined. Photos are extra. Strip ads run on either the top or bottom of the page.

**PHOTOS:** Original digital photos (high-resolution) or actual photographic prints preferred.

You may e-mail your photos to us. Please send un-retouched, original sized, high resolution digital photos or if scanning a print please be sure it is at least 300 dpi or higher. For best quality, please avoid sending inkjet prints.

Note: If we receive photos via e-mail from other publications and are charged, we will pass the charges on to you.

**LATE ADS:** Advertising placed and accepted after the printed deadline will be subject to a 10% late fee.

**Inserts:** Based on size & weight of insert. Please call for pricing.

### FREQUENCY DISCOUNTS AVAILABLE.

Run at least 1/4 page or larger 3 times or more for a 10% discount. Other discounts available.

Special consignor rates available for SD Excellence Sale, GoPher the Purple Sale, North Star Classic, Sioux Empire, Black Hills Stock Show, Watertown Winter Farm Show.

Consignor rate consists of a 10% discount on space rate plus one free color of our choice. Photos are extra. Main sale must advertise at least 1/2 page plus one color at the regular rate in order for consignors to receive the reduced rate.

Put your production sale catalog or brochure on our website: \$100 (minimum) if from an outside source; \$50 if produced by Hereford America; \$50 if it is a simple link.

## Issues & Deadlines 2009-2010

ISSUE DATE	DEADLINE	SPECIAL EMPHASIS
September 2009	Aug. 5	Fall Sales/American Royal ads
October 2009	Sept. 5	Fall Sales/Early Consignment Sales
Nov/Dec 2009	Oct. 5	SD Exc./North Star/GoPher/Reno
January 2010	Dec. 1	Sioux Empire/BHSS
February 2010	Jan. 5	Denver results & Sales
March 2010	Feb. 5	A.I. ads & Sales
April/May 2010	Mar. 5	Spring Wrapup/Private Sales/A.I.

Please send ad materials to:

Hereford America • 13823 Beaver Creek Place • Reva, SD 57651  
605/866-4495

### Ad Sizes

Full Pg.	4 col. x 12.75"
3/4 Pg.	3 col. x 12.75"
2/3 Pg.	3 col. x 11.22"
	4 col. x 8.3"
Jr. Pg.	3 col. x 10"
Island 1/2 Pg.	3 col. x 8.5"
1/2 Pg. (2 col.)	2 col. x 12.75"
1/2 Pg. (3 col.)	3 col. x 8.5"
1/2 Pg. (4-col.)	4 col. x 6.25"
1/3 Pg.	2 col. x 8.375"
	3 col. x 5.5"
	4 col. x 4"
1/4 Pg.	1 col. x 12.75"
	2 col. x 6.25"
	3 col. x 4.125"
	4 col. x 3"
1/8 Pg.	3 col. x 2"
	2 col. x 3"
	1 col. x 6"
1/8 Strip Ad	4 col. x 1.5"
1/16 Pg.	3 col. x 1"
	2 col. x 1.5"
	1 col. x 3"
1/16 Strip Ad	4 col. x .75

Trimmed Size:

10.44 x 13.75 inches or 76.5 x 57 picas

1 col. = 2.25" (13.6 picas)

2 col. = 4.67" (28 picas)

3 col. = 7.09" (42.6 picas)

4 col. = 9.5" (57 picas)

Printed on high quality newsprint.

### WEBSITE BANNERS:

Square Banner:

Home Page: \$100 • Other Pages: \$50  
(per month with optional link to your site.)

Rectangle Banner:

Home Page: \$200 • Other Pages: \$100  
(per month with optional link to your site.)

### WEBSITES:

Please call and ask for

Marc or Taylor or

e-mail: [taylor@herefordamerica.com](mailto:taylor@herefordamerica.com)

For more information call:

605/866-4495

or e-mail

[jill@herefordamerica.com](mailto:jill@herefordamerica.com)

Subscriptions:

1 year, \$15 • 1 year, first class mail, \$25

Put your  
*Hereford America*  
Ad on our website for  
only \$50 more

