

HEREFORD AMERICA™

Largest Privately Owned Hereford Newspaper in North America

The one that's read "from cover to cover."

2011-2012 Advertising Rates & Deadlines

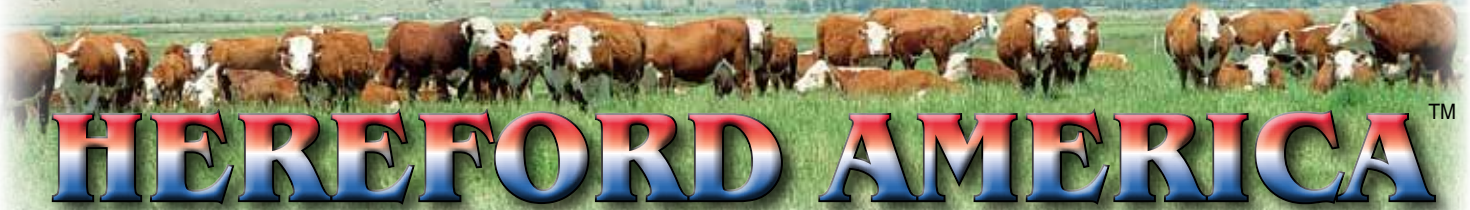
Visit our web site at
www.herefordamerica.com

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

Subscriptions:

1 year, standard mail \$20 • 2 years \$35
1 year, first class mail, \$30 • 2 years \$55

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Ad Rates 2011-2012

| Size | (September 2011 - May 2012) | | |
|-----------------------------|-----------------------------|---------------|---------|
| | 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 | \$550 | \$ 600 | \$ 700 |
| 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) | | |

\$20.00 per column inch

Back Page Bidding : \$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.

U.S.
FUNDS
ONLY

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.

Deadlines 2011-2012

| ISSUE DATE | DEADLINE | SPECIAL ADVERTISING EMPHASIS |
|----------------|----------|--|
| September 2011 | Aug. 5 | Fall Sales/Female Sales |
| October 2011 | Sept. 6 | Fall Sales/Early Consignment Sales |
| Nov/Dec 2011 | Oct. 5 | SD Excellence/Cornhusker Classic/North Star/GoPher/Reno |
| January 2012 | Dec. 1 | Denver/Sioux Empire/Black Hills Stock Show/Watertown |
| February 2012 | Jan. 5 | Nebraska Cattlemen's Classic/Denver Results & Bull Sales |
| March 2012 | Feb. 6 | A.I. Ads & Bull Sales |
| April/May 2012 | Mar. 5 | Spring Wrapup/Private Treaty Sales/A.I. |

CARD AD DEADLINE
AUGUST 1

Late Ads: Ads and materials received after the deadline are subject to a 10% late fee.

Frequency Discounts:

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

Ads placed and later cancelled are subject to full charges.

Special Consignor Rates:

Available for SD Excellence Sale, GoPher the Purple Sale, North Star Classic, Sioux Empire, Black Hills Stock Show, Nebraska Classic, Cornhusker Classic, Watertown Winter Farm Show. Main sale required to run at least a half page, 1-color ad in order to qualify consignors for special rates. Ads grouped together. Rates available at a later date. Please inquire if interested.

Inserts: Based on size & weight of insert. Poly-bagging also available. Please call for pricing.

Photos: Original digital photos (high-resolution) or actual photographic prints preferred (no inkjet prints). 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.

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

For more information
call:

605/866-4495

or e-mail

jill@herefordamerica.com

Web Services

Website Banners:

Square Banner on the Hereford America Home Page: \$100
(per month with optional link to your site.)

Rectangle Banner on the Hereford America Home Page: \$200
(per month with optional link to your site.)

Website Development and Maintenance:

Please call and ask for Marc or Taylor for pricing or
e-mail: taylor@herefordamerica.com

Catalog, brochure or ad on our website:

\$50 if produced by Hereford America;
\$250 (minimum) if from an outside source; \$50 if it is a simple link; Hereford America Ad \$50.



Video Services

Livestock Videoing:

Hereford America offers the service of videoing your cattle, editing the videos and placing them on a web-site. The videographers and editors know cattle and are experienced in shooting video and making edits. They make every effort to make your cattle look the best they can!

Sales Conducted by Video:

Production Sales can now be operated by showing high quality video on at least three 5 foot x 8 foot screens in the sales arena. Cattle are penned outside the sale barn for customers to inspect.

A video sales runs faster with less risk of injury to cattle and people than running cattle through the ring.

Sale Clerking also available.



— K&B Dispersion last fall —

Video auctions we conducted last year included: K&B, Rausch, Blacktop, Bieber Red Angus and Thorstenson. Videos were also shot at Stuber Ranch, Fawcett Herefords, Delaney Herefords, Atkins Herefords, Thorstenson Herefords Friedt Herefords, Gray's Angus, Sandhill Farms, Tegtmeier Polled Herefords, Bischoff's Ravine Creek Ranch, Ehlke Herefords, McMurry Cattle, Jamison Herefords, Rausch Herefords, Carmichael Herefords, Curtis Polled Herefords, Blacktop Farms, Pyramid Beef, Cornhusker Classic Steer & Heifer Show, DeanaJak Farms, Baumgarten Cattle Co., Dvorak Herefords, Spruce Hill & Wicks Cattle Co.

Call us for other Promotional Technology!

Call or E-mail Marc Hotchkiss
for more details on any of these services:
605/866-4495 or e-mail marc@herefordamerica.com

