

The Wisconsin Review

Official publication of the Wisconsin Polled Hereford Association

The Advertising Rates and Deadlines for 2019

Advertising Deadline	Mailing Date
January 18, 2020	February 8, 2020
April 19, 2020	May 10, 2020
July 19, 2020	August 2, 2020
November 15, 2020	December 6, 2020

Black/White Advertising Rates:

Back Page: \$260

Inside Back Page: \$230

Inside Front Page: \$230

Full Page: \$190

Half Page: \$110

Quarter Page: \$ 70

Eighth Page: \$ 45

Sixteenth Page: \$ 30

Breeders Directory, 4 issues: \$100

Contract ads:

A 15% discount is available to advertisers paying in advance (prior to March 1, 2020) for four consecutive ads of any size. The discounted ads may all be the same size or any combination of sizes.

Progressive Breeder ads are a fixed \$100 and do not qualify for the discount.

Prime locations are available on a "first come, first serve" basis. Cover pages are available in color for an additional cost of \$125/issue.

Our present mailing list consists of 1500 breeders in Wisconsin and neighboring states.

For all your advertising needs, contact:

Jane Adolph: (815) 244-5456 • jeadolph@gmail.com