

The Wisconsin Review – 2026 Advertising Rates

The Wisconsin Review is the official publication of the Wisconsin Hereford Association, and will be published 4 times in 2026.

The mailing list includes approximately 1100 recipients in Wisconsin and neighboring states.

Advertising Deadlines & Publication Dates for 2026:

Quarter	Advertising Deadline	Mail Date (Approximate)
First	1/27/26	2/10/26
Second	4/18/26	5/9/26
Third	7/18/26	8/8/26
Fourth	11/14/26	12/5/26
First	1/26/27	2/9/27

Four-Issue Advertising Contract Opportunity

Advertising Rates for 2026:

All Advertisements are 4-color.

Advertising Rate per issue:

Full Page: \$365

Half Page: \$200

¼ Page: \$125

Breeder Ad/ Business Card: \$67.50 per issue (No Discount)/ \$270 per 4 issues

Advertising Discount: 4 Issues

A Four-Issue advertising contract is available for the Second, Third, and Fourth Quarter 2026 Issues and First Quarter 2027 Issue. A Four-issue advertising contract for full page, ½ page, or ¼ page ads, pre-pay, will have a 10% discount extended on advertising rate if received by the pre-payment date. Contract must be for Four consecutive ads, of full page, half page, or ¼ page size. The discounted ads may be all the same size or any combination of sizes. Pre-payment must be received by March 15, 2026.

- Example: Four ½ page adds would cost \$800 per four issues, paid per issue. Contract for four ½ page ads, pre-paid by March 15, 2026, will cost \$720, a savings of \$80 compared to the non-contract price.
- Rates for Non-contract advertisements in the First Quarter 2027 issue may be different than the above rates, depending on printing and postage costs at that time.

For all your advertising needs, please contact:

Jane Adolph, Editor of The Wisconsin Review

(815) 244-5456

jeadolph@gmail.com

For advertising contracts, please contact:

Lisa Davis, WHA Secretary

secretarywihereford@gmail.com

The Wisconsin Review & WHA Website Advertising Contract Combination Packages

Customize your Advertising Package to fit your Farm's Marketing Program!

**2026 Pre-Pay Discount: 10% on any combination of 4 or more Advertisements
when paid by March 15, 2026**

<p>The Wisconsin Review May, Aug., Dec. 2026 & Feb. 2027 Advertising Rate per issue: Full Page: \$365 Half Page: \$200 ¼ Page: \$125</p>

<p>WHA Website 2026 Banner Ad Rate per Calendar Quarter: \$150 6 Banner Ads Available 1st, 2nd, 3rd, and 4th quarter 2026 & 1st quarter 2027</p>

Advertising Combinations Available:

The Wisconsin Review Ad(s) (any combo of Ad sizes)	WHA Website Ad (any combo of Calendar Quarters)
Review Magazine Only: 4 (May, Aug., Dec. 2026 & Feb. 2027)	Website Only: 4 (Q 1, 2, 3, 4 in 2026 or Q 1 in 2027)
1 (May, Aug., Dec. 2026 or Feb. 2027)	3 (or more) Website ads (Q 1, 2, 3, 4 in 2026 or Q 1 in 2027)
2 (May, Aug., Dec. 2026 or Feb. 2027)	2 (or more) Website ads (Q 1, 2, 3, 4 in 2026 or Q 1 in 2027)
3 (May, Aug., Dec. 2026 or Feb. 2027)	1 (or more) Website ads (Q 1, 2, 3, 4 in 2026 or Q 1 in 2027)

Examples:

Combination Package of The Wisconsin Review + WHA Website

2 Half Page Review Ads (August & Dec. 2026) + 2 WHA Website Banner Ads (Quarters 3 & 4 2026)

Price: \$400 for 2 Review 1/2 Page Ads + \$300 Website Banner Ad 2 Quarters = \$700

Minus 10% Pre-Pay Discount (\$70) = \$630

Website Only Ads

4 WHA Website Banner Ads: 2nd, 3rd, and 4th Quarter 2026 + 1st Quarter 2027

Price: \$150 per quarter x 4 quarters = \$600

Minus 10% Pre-Pay Discount (\$60) = \$540

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