

The Wisconsin Review – 2024 Advertising Rates

The Wisconsin Review is the official publication of the Wisconsin Hereford Association, and will be published 2 times in 2024.

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

Advertising Deadlines & Publication Dates for 2024:

Quarter	Advertising Deadline	Mail Date (Approximate)	
First	1/27/24	2/8/24	} Two-Issue Advertising Contract Opportunity
Third	7/19/24	8/2/24	
First	1/27/25	2/8/25	

Advertising Rates for 2024:

All Advertisements are 4-color.

Advertising Rate per issue:

Full Page: \$355

Half Page: \$195

¼ Page: \$120

Breeder Ad/ Business Card: \$65 per issue (No Discount)

Advertising Discount: 2 Issues

A Two-Issue advertising contract is available for the Third Quarter 2024 Issue and First Quarter 2025 Issue. A Two-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 two 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, 2024.

- Example: Two ½ page ads would cost \$390 per two issues, paid per issue. Contract for two ½ page ads, pre-paid by March 15, 2024, will cost \$351, a savings of \$39 compared to the non-contract price.
- Rates for Non-contract advertisements in the First Quarter 2025 issue may be different than the above rates, depending on printing and postage costs at that time.

For all your advertising needs, please contact:

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For advertising contracts, please contact:

Lisa Davis, WHA Secretary

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