

The Wisconsin Review – 2025 Advertising Rates

The Wisconsin Review is the official publication of the Wisconsin Hereford Association, and will be published 4 times in 2025.

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

Advertising Deadlines & Publication Dates for 2025:

Quarter	Advertising Deadline	Mail Date (Approximate)
First	1/27/25	2/10/25
Second	4/18/25	5/9/25
Third	7/18/25	8/8/25
Fourth	11/14/25	12/5/25
First	1/26/26	2/9/26

Four-Issue Advertising Contract Opportunity

Advertising Rates for 2025:

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)/ \$260 per 4 issues

Advertising Discount: 4 Issues

A Four-Issue advertising contract is available for the Second, Third, and Fourth Quarter 2025 Issues and First Quarter 2026 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, 2025.

- Example: Four ½ page ads would cost \$780 per four issues, paid per issue. Contract for four ½ page ads, pre-paid by March 15, 2025, will cost \$702, a savings of \$78 compared to the non-contract price.
- Rates for Non-contract advertisements in the First Quarter 2026 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!

**2025 Pre-Pay Discount: 10% on any combination of 4 or more Advertisements
when paid by March 15, 2025**

<p>The Wisconsin Review May, Aug., Dec. 2025 & Feb. 2026 Advertising Rate per issue: Full Page: \$355 Half Page: \$195 ¼ Page: \$120</p>
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<p>WHA Website 2025 Banner Ad Rate per Quarter: \$150 5 Banner Ads Available for Quarters 2 & 4 in 2025 4 Banner Ads Available for Quarter 3, 2025 6 Banner Ads Available 1st quarter 2026</p>

Advertising Combinations Available:

The Wisconsin Review Ad(s) (any combo of Ad sizes)	WHA Website Ad
1 (May, Aug., Dec. 2025 or Feb. 2026)	3 (or more) Website ads (Q 2, 3, 4 in 2025 or Q 1 in 2026)
2 (May, Aug., Dec. 2025 or Feb. 2026)	2 (or more) Website ads (Q 2, 3, 4 in 2025 or Q 1 in 2026)
3 (May, Aug., Dec. 2025 or Feb. 2026)	1 (or more) Website ads (Q 2, 3, 4 in 2025 or Q 1 in 2026)

Examples:

Combination Package of The Wisconsin Review + WHA Website

2 Half Page Review Ads (August & Dec. 2025) + 2 WHA Website Banner Ads (Quarters 3 & 4 2025)

Price: \$390 for 2 Review 1/2 Page Ads + \$300 Website Banner Ad 2 Quarters = \$690
 Minus 10% Pre-Pay Discount (\$69) = \$621

Website Only Ads

4 WHA Website Banner Ads: 2nd, 3rd, and 4th Quarter 2025 + 1st Quarter 2026

Price: \$150 per quarter x 4 quarters = \$600
 Minus 10% Pre-Pay Discount (\$60) = \$540

For all of your print advertising needs, please contact:
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 (815) 244-5456
jeadolph@gmail.com

For WHA Review + Website advertising contracts, please contact:
 Lisa Davis, WHA Secretary
secretarywherford@gmail.com