

ADVERTISING RATE SCHEDULE

CowCountry MAGAZINE

Circulation: approximately 1,200 Wyoming ranchers & agriculture businesses

To advertise, please contact the WSGA Office at info@wysga.org or 307-638-3942.

National Advertising: McFarland AdVantage - McFarlandAdVantage@gmail.com or 334-652-9080.

ADVERTISING RATES

Back Cover	\$920 (color)
Inside Cover	\$840 (color)
Full page	\$540 (grayscale)
2/3 page	\$420 (grayscale)
1/2 page	\$330 (grayscale)
1/3 page	\$230 (grayscale)
1/4 page	\$180 (grayscale)
Business Card	\$ 50 (grayscale)

Add 4-Color to your grayscale advertisement for \$300

DEADLINES

CowCountry is published quarterly

<u>Issue</u>	<u>Published</u>	<u>Deadline</u>
Winter	Jan 1	Dec 15
Spring	Apr 1	March 15
Summer	Jul 1	Jun 15
Fall	Oct 1	Sept 15

**WSGA also publishes *the No Bull Sheet*,
monthly newsletter!**

Call 307-638-3942 or visit

www.wysga.org

for more information

AVAILABLE DISCOUNTS

WSGA Member	20%
Non-Member Livestock Ad	10%
Frequent Buyer*	10%
Non Profit Discount	10%
Maximum Discount	30%

*Advertising in more than one issue per year or advertising in more than one publication.

AD FORMATING

Submit ads as a jpg or pdf at 300 dpi.
Provide a 1/4" bleed on Back Cover ads.

Back Cover	8.5" x 11"
Full Page & Inside Cover	7.5" x 10"
2/3 Page	5" x 10"
1/2 Page (vertical)	3.75" x 10"
1/2 Page (horizontal)	7.5" x 5"
1/3 Page (vertical)	2.5" x 10"
1/3 Page (square)	5" x 5"
1/4 Page (vertical)	3.75" x 5"
1/4 Page (horizontal)	5" x 3.75"
Business card size	3.5" x 2"

