

# ADVERTISING RATE SCHEDULE

## The NO BULL SHEET

Circulation: approximately 1,200 Wyoming ranchers & agriculture businesses

### ADVERTISING RATES

All display ads are grayscale

Full Page	\$300
1/2 page	\$185
1/4 page	\$110
Business Card	\$ 45

### PRE-PRINTED INSERTS\*

1 page (front & back)	\$275
Additional page	\$50 ea. side

No staples or inserts over 2 pages (front & back). Must be 20-24# paper.

\*You can provide inserts or we can print them for you at an additional cost (ink, paper and labor).

Call 307-638-3942 for details.

### DEADLINES

The No Bull Sheet is published monthly for WSGA members & supporters  
June/July jointly published

### Advertising Deadline

1<sup>st</sup> Friday of each month  
Unless emailed otherwise

### Publishing Date

2<sup>nd</sup> Thursday of each month

Will be notified if deadlines change by email

WSGA also publishes  
**CowCOUNTRY** quarterly magazine!  
Call 307-638-3942 or visit  
[www.wysga.org/publications.html](http://www.wysga.org/publications.html)  
for more information

Advertising in our publications are  
the best way to reach our WSGA  
Membership!  
Sponsors and Trade Show Vendors  
receive complimentary advertising—  
Ask us how!

### AVAILABLE DISCOUNTS

WSGA Members	10%
Frequent buyer	10%
Non-Member Livestock Ad	10%
Non Profit Discount	10%
Maximum Discount	20%*

\*Advertising consecutively in more than one edition or advertising in more than one publication.

### AD FORMATING

Submit ads as a jpg or pdf at 300 dpi.  
Ads placed on an 8.5"x11" publication.

Full Page	7.5" x 10"
1/2 Page (vertical)	5" x 7.5"
1/2 Page (horizontal)	7.5" x 5"
1/4 Page (vertical)	3.75" x 5"
1/4 Page (horizontal)	5" x 3.75"
Business card size	3.75" x 2"

