

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

1st Friday of each month
Unless emailed otherwise

Publishing Date

2nd 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
for more information

Advertising in our publications
& sponsoring our events is the
only way to reach our members.

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"



Coming together is a beginning;
keeping together is a process;
working together is success.
-Henry Ford

WHY ADVERTISE WITH THE NO BULL SHEET?

- **Renowned**—*The No Bull Sheet* is published by the Wyoming Stock Growers Association, which has served the interests of Wyoming's livestock producers since 1872. The livestock industry has trusted us for more than 145 years!
- **Impactful**—Reach more than 1,200 WSGA members & supporters each month who are serious producers and industry leaders
- **Economical**—Competitively priced and great discounts available
- **Standout**—Surveyed WSGA members say they highly value the content of our publications
- **Exclusive**—WSGA doesn't share or sell our membership list. Advertising in our publications & sponsoring our events is the only way to reach our members

For more information contact
Communication, Publications &
Programs Director Haley Lockwood
at 307-638-3942 or haley@wysga.org

WSGA Membership Opportunities

Producer Memberships

Level I—\$110 (1-100 Head)

Level II—\$175 (101-250 Head)

Level III—\$265 (251-500 Head)

Level IV—\$450 (Over 500 Head)

Guardian of the Grasslands \$650

(Any number head)

Lifetime Membership

\$10,000 (payable in up to 4 installments)

Youth Member (25 and under)—\$40

Supporting Member—\$25

Associate Memberships

Level I—\$120 Level II—\$200

Level III—\$400 Level IV—\$800

Learn more at www.wysga.org!

Wyoming Stock Growers Association

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Cheyenne, WY 82003

Phone: 307-638-3942

Fax: 307-634-1210

E-mail: info@wysga.org

Website: www.wysga.org

Blog: www.realranchers.com

NO BULL SHEET



2017
MONTHLY
NEWSLETTER
ADVERTISING



WYOMING STOCK GROWERS
"Guardian of Wyoming's Cow Country since 1872"