

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
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"

