

ADVERTISING RATE SCHEDULE

CowCountry

Circulation: approximately 1,200 Wyoming ranchers & agriculture businesses

ADVERTISING RATES

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

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 15	Dec 31
Spring	Apr 15	March 25
Summer	Jul 15	June 25
Fall	Oct 15	Sept 25

**WSGA also publishes *the No Bull Sheet*,
monthly newsletter!
Call the WSGA Office at
307-638-3942
for more information**

AVAILABLE DISCOUNTS

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

**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 <i>(vertical)</i>	3.75" x 10"
1/2 Page <i>(horizontal)</i>	7.5" x 5"
1/3 Page <i>(vertical)</i>	2.5" x 10"
1/3 Page <i>(square)</i>	5" x 5"
1/4 Page <i>(vertical)</i>	3.75" x 5"
1/4 Page <i>(horizontal)</i>	5" x 3.75"
Business card size	3.5" x 2"

