

BREEDERS DIGEST

2024 Advertising Contract

Completed and signed form must be on file at the Breeders Digest office in order to receive contract rate. Form must be completed for each contract year.

Size	Column Inches	Non Contract Rate	Contract 5%
1/4	7.5	\$100	\$95
1/3	10	\$150	\$142.50
1/2	15	\$175	\$166.25
2/3	20	\$275	\$261.25
1	30	\$350	\$332.50

Save 5% on basic rate
Advertise in at least 2 issues
Billed per issue.

ADDITIONAL CHARGES:

Photographs - \$10/photo • Special Artwork - \$10 • **All Color - NO CHARGE**

Guidelines for Contract Advertisers

- It is my understanding that I am to furnish ad copy for my scheduled ads before the ad copy deadline.
- In the event that I do not, I hereby authorize the staff of the *Breeders Digest* to pick up my previous ad.
- I understand that the CWSRA, NHHA, PCRA, and/or the NSSR will not be responsible for any errors in any ad that is received by phone.
 - Discounts apply to advertising space only.
 - The staff has the right to edit ad copy.

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
April-May-June	Chester Focus • SWTC Results	March 10	May 1
July-August-September	Spotted Focus • Fall Show Pig Issue • STC Results	July 5	August 18
October-November-December	Hereford Focus • State Fairs and National Barrow Show® Results	September 18	October 16

CONTRACT ISSUES: You may use variable sizes of ads within a year's contract. For any issue, you can change the ad size to larger than contracted (receive contract rate), but may not change to smaller than originally contracted.

AD YEAR	AD SIZE	ISSUE	ADVERTISER CONTACT INFORMATION:
_____	_____	April-May-June	Name _____
_____	_____	July-Aug.-Sept.	Address _____
_____	_____	Oct.-Nov.-Dec.	City _____ State _____ Zip _____
			Phone () _____ Fax () _____
			E-Mail _____
			Signature _____
			Breeder File No. _____ Herd Mark _____
			Breed(s) _____
			Amount Enclosed _____ Date _____