

2024 Advertising Rate Card

DISPLAY ADVERTISING RATES

	<u>W</u>	x	<u>H</u>	
Full page	10"	x	13.5"	\$769
Jr. page	7.5"	x	9"	\$581
1/2 page	10"	x	6.67"	\$397
1/4 page	4.9"	x	6.67"	\$206
1/8 page	4.9"	x	3.25"	\$105

Color charges: One color-\$51, Full color-\$200

DISCOUNTS

- 20 percent discount for 10 ad insertions in a year
- 10 percent discount for 6 ad insertions in a year
- 5 percent discount for 3 ad insertions in a year
- Advertisers must sign advertising contract to run ads for the entire specified period to receive discounts. The ads do not need to be run consecutively.

TOTAL CIRCULATION

9,907

LATE FEES

Any unpaid invoice after 90 days will be assessed a 2% interest charge.

PRODUCTION SPECIFICATIONS

Ad copy must be submitted in pdf format. Materials not camera-ready and requiring conversion will be charged to the advertiser at cost.

PUBLICATION DEADLINE

Published ten times a year with combined July/August and December/January issues. All ads due the 10th of the prior month with the exception of: July/Aug deadline: July 1; Dec./Jan deadline: Nov. 29.

CLASSIFIED ADVERTISING RATES

- \$0.50 per word with a \$5.00 minimum charge per ad.
- Advance payment is required for first-time advertisers.
- Discounts: 5 percent for 4-9 insertions, 10 percent for 10 or more insertions
- Ads must be received by the 10th of each month in order to appear in the next issue. Ads should be typed or neatly printed and e-mailed or mailed to the editor.
- Ads will run according to agreements made between the Wyoming Farm Bureau Federation and the advertiser.

NOTE

The appearance of any ad in *Wyoming Agriculture* does not constitute an endorsement or approval of the product or service offered. The advertiser is liable for content of the advertisement and any claims arising therefrom against this publication. The Wyoming Farm Bureau Federation reserves the right to refuse any advertising not considered in keeping with the objectives of *Wyoming Agriculture* or the standards of the Wyoming Farm Bureau Federation.

CONTACT FOR ADVERTISING:

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