## 2021 Advertising Rate Card

### DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>W x H</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>10.44” x 10.44”</td>
<td>$699</td>
</tr>
<tr>
<td>3/4 page</td>
<td>7.83” x 10.44”</td>
<td>$528</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10.44” x 5.22”</td>
<td>$361</td>
</tr>
<tr>
<td>1/4 page</td>
<td>5.22” x 5.22”</td>
<td>$187</td>
</tr>
</tbody>
</table>

**Color charges:** One color-$51, Full color-$297

### DISCOUNTS

- 20 percent discount for 10 insertions in a year
- 10 percent discount for 6 insertions in a year
- 5 percent discount for 3 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

Circulation is 11,828

### 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 15th of the prior month with the exception of: July/Aug deadline: July 1; Dec./Jan deadline: Nov. 30.

### 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 there-from against this publication. The Wyoming Farm Bureau 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.

---

**CONTACT FOR ADVERTISING:**
Casey McNeal, Times Citizen Communications 800.798.2691 ext. 334 or casey@iafalls.com

**CONTACT FOR EDITORIAL:**
Kerin Clark, Editor 307.532.2002 or kclark@wyfb.org

www.wyfb.org