

THE RED BLOODLINES

OFFICIAL PUBLICATION OF THE RED & WHITE DAIRY CATTLE ASSOCIATION

2009 ADVERTISING RATES AND SCHEDULE

	FULL COLOR	CAMERA-READY
Full Page.....	\$585.....	\$526.50
2/3 Page.....	\$450.....	\$405.00
1/2 Page.....	\$325.....	\$292.50
1/3 Page.....	\$235.....	\$211.50
1/4 Page.....	\$185.....	\$166.50
1/6 Page.....	\$120.....	\$108.00

SCHEDULE AND DEADLINES

MONTH	EMPHASIS	DEADLINE	CAMERA-READY
January (AA Nominations)	Reference	December 1	December 15
February (Jan. Sire Summaries)	All-American	January 5	January 20
March	Canadian	February 5	February 20
April (April Sire Summaries)	Cow Family	April 1	April 10
May/June	Convention	May 20	June 1
July/August (Promising Heifers)	Roundtable	July 1	July 15
Sept/Oct	Sire	August 10	August 25
Nov/Dec (R&W Calendar)	Show	November 2	November 10

ADDITIONAL PUBLICATIONS

	DEADLINE	COST
Red Sire Showcase	January 10	\$225/page
Promising Heifers (included in July/Aug Issue)	June 20	\$525/page
Leading Ladies (also listed on RWDCA website)	August 1	\$550/page
Red & White Calendar (included in Nov/Dec Issue)	November 1	\$500/page

Additional Charges: \$8/photo (except camera-ready ads)

Position Charges: Inside Covers \$650; Center spread \$1250; Back Cover \$700

**Contracts for "special positions" accepted, otherwise, these are available "first-come"

Discounts: 10% Camera-ready, 10% Breeder (15+ registrations processed in 2008)

Quantity discounts: 8 pages during year – 1 additional page will be FREE (must be used in 2009)
4 pages during year – 1/2 additional page will be FREE (must be used in 2009)

Contracts: Run same size ad EACH issue (1/4 page or larger) and receive one FREE ad during that year

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ADVERTISE YOUR RED & WHITES IN 2009!
Please keep for reference throughout the year.