

# THE RED BLOODLINES

OFFICIAL PUBLICATION OF THE RED & WHITE DAIRY CATTLE ASSOCIATION

## 2010 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
1/8 Page.....	\$100.....	\$90.00

### SCHEDULE AND DEADLINES

MONTH	EMPHASIS	DEADLINE	CAMERA-READY
January (AA Nominations)	Reference	December 10	December 15
February (Jan. US Sire Summaries)	All-American	January 20	January 30
March (Jan. Int'l Sire Summaries)	Canadian	February 10	February 20
April (April Sire Summaries)	Cow Family	April 10	April 15
May/June (April Int'l Sire Summaries)	Convention	June 1	June 10
July/August	Roundtable	July 1	July 15
Sept/Oct (August Sire Summaries)	Sire	August 10	August 25
Nov/Dec (R&W Calendar)	Show	November 1	November 10

### ADDITIONAL PUBLICATIONS

	DEADLINE	COST
Red Sire Showcase	January 5	\$225/page
Leading Ladies (also listed on RWDCA website)	August 1	\$550/page
Promising Heifers (included in 2011 Leading Ladies)	August 1	\$525/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/Red Express (15+ registrations processed in 2009 or enrolled in Red Express Program for 2010)

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

**Quantity discounts:** 4 pages during year – 1/2 additional page will be FREE (must be used in 2010)

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Printed by: MERCERSBURG PRINTING Ph: 800-955-3902  
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MERCERSBURG, PA 17236 Email: [mprint@mercensburg.net](mailto:mprint@mercensburg.net)  
Upload Site: <http://mercensburg.net/upload/> Image resolution 300 dpi  
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**ADVERTISE YOUR RED & WHITES IN 2010!**  
*Please keep for reference throughout the year.*