

2018 DAIRYSPOTTER Advertising Rates

2017
DAIRYSPOTTER
... The Dairy Atlas



The **DAIRYSPOTTER** provides detailed map locations, contact information, and GPS coordinates for more than 300 hundred dairies in the Southwest region and 300 dairies in California. We have also included GPS coordinates for 500 additional dairies!

This dairy atlas is used by dairies, calf ranches, dairy replacement heifer operations, cattle haulers, livestock feed companies, animal health companies and associated industries.

Best value for your advertising \$\$\$ **DAIRYSPOTTER** is used much like the yellow pages and is referred to over and over again throughout the year.

The 2015 Edition of the **DAIRYSPOTTER** will include New Mexico, Arizona, Colorado, Southwest Kansas, the Western and High Plains of Texas, and California.

Full Page Ad
7.5" x 10"

B&W: \$1,795
Color: \$2,500

1/2 Page Ad
7.5" x 4.75"

B&W: \$1200
Color: \$1,795

1/4 Page Ad
3.5" x 4.75"

B&W: \$825
Color: \$1,325

Trim: 8.5" x 11"
Bleed: 8.75" x 11.25"
Live Area: 7.5" x 10"

For Process Red or Blue
on B&W: Add \$185

Front Inside Cover: \$2,950

Back Inside Cover: \$2,950

Back Cover: Call for pricing!

Please call for dimensions on bleeds!



Terms: Net 10 days from invoice date. Add 3% to invoice if paying with Visa, MC, or Discover.

**Advertising Sales Manager:
Carol Schuetze**

Agency Commission: 15%

**Email: schuetze@ucom.net
Direct: (620) 271-3708
Fax: (620) 865-2093**

DEADLINE IS MARCH 31, 2018