

Illinois Holstein Herald Advertising Policy and Contract

Deadlines: February 1, 2009 for Spring Midwest issue
May 1, 2009 for Summer issue
September 1, 2009 for Fall Midwest issue
December 1, 2009 for Winter issue

Contract rate and size: Contracts will be based on breeder ads placed in the back of the magazine. All contract advertisers will also have their information placed on the Illinois Holstein Website.

Breeder ad plus website placement: \$100/year
Double breeder ads will be \$175/year

Picture Policy: All pictures published in the *Illinois Holstein Herald* will be printed according to copyright laws. Pictures must be ordered from a photographer, sent directly from the photographer or mailed to the magazine editor.

Contract Breeders: Illinois Holstein Herald

	B&W	2C	4C
1/4 page	\$60	\$135	\$210
1/3 page	75	150	225
1/2 page	100	175	250
Full page	200	275	350

Non-Contract Breeders: Illinois Holstein Herald

	B&W	2C	4C
1/4 page	\$75	\$150	\$225
1/3 page	95	170	245
1/2 page	125	200	275
Full page	250	325	400

Contract and Non-Contract: Midwest Holsteins

	2C	4C
1/2 page	\$175	\$225
Full page	350	400

Illinois Holstein Website Contract

Deadlines: All information must be sent to the Website Reporter by the 1st of every month.

Rates: Full year \$200
4 months \$75
(Please identify which months)

Updates: Updates may be done to a breeder ad throughout the year, with a minimum charge of \$25.

In order to advertise on the Illinois Holstein website, you must be a member of the Illinois Holstein Association and be a contract advertiser in the *Illinois Holstein Herald*.

If you have any questions, please feel free to contact:
Julie Drendel: 815/991-5506

Please return this contract and your payment to:
Illinois Holstein Herald, Julie Drendel
165 Penny Lane, Sycamore, IL 60178

Changes and corrections to current breeder ad:
