

2011 ADVERTISING RATES

Circulation 3,000

DAIRY PRODUCER RATE

| Ad Size | 1X | 3X | 6X | 11X |
|------------------|-------|-------|-------|-------|
| Full Page | \$320 | \$290 | \$260 | \$240 |
| 2/3 Page | \$220 | \$200 | \$190 | \$180 |
| 1/2 Page | \$180 | \$170 | \$160 | \$150 |
| 1/3 Page | \$140 | \$125 | \$115 | \$105 |
| 1/4 Page | \$105 | \$100 | \$ 90 | \$ 85 |
| 1/6 Page | \$ 75 | \$ 70 | \$ 65 | \$ 60 |
| Member Directory | | \$ 25 | \$ 25 | |

COMMERCIAL/AGRI-BUSINESS RATE

| Ad Size | 1X | 3X | 6X | 11X |
|-----------|-------|-------|-------|-------|
| Full Page | \$380 | \$370 | \$350 | \$330 |
| 2/3 Page | \$300 | \$280 | \$270 | \$260 |
| 1/2 Page | \$260 | \$240 | \$225 | \$215 |
| 1/3 Page | \$185 | \$175 | \$165 | \$155 |
| 1/4 Page | \$150 | \$140 | \$120 | \$115 |
| 1/6 Page | \$120 | \$110 | \$ 95 | \$ 90 |
| Directory | \$ 35 | \$ 35 | \$ 35 | \$ 30 |

ADDITIONAL CHARGES

COVERS (Four-Color Only)

Cover 4 ...20%*, Cover 2...15%*, Cover 3...10%*

*Premium above earned rate

PHOTOGRAPHS

B&W \$9 each

Four-Color \$20-\$60 each*

*In addition to four-color ad unless ad is print ready

COLOR RATES

Two-Color (Red, Green or Blue) \$95

Matched PMS Color \$185

Four-Color Full Page \$275 Half Page \$150

SPECIAL ART, INSERTS, REPRINTS

Rates available upon request

All rates shown are net.

MECHANICAL REQUIREMENTS

Trim Size 8" x 10 3/4", Bleed Size 8 1/4" x 11"

Live Image Area of Bleed Page 7" x 9 5/8"

Full Page 7" x 9 5/8" (8 1/4" x 11" bleed)

2/3 Page 4 1/2" x 9 5/8" OR 7" x 6 1/4"

1/2 Page 7" x 4 5/8" OR 4 1/2" x 7 1/8"

1/3 Page 4 1/2" x 4 5/8" OR 2 1/8" x 9 5/8"

1/4 Page 4 1/2" x 3 1/2" OR 3 3/8" x 4 5/8"

1/6 Page 2 1/8" x 4 5/8" OR 4 1/2" x 2 1/4"

Member Directory / Column Inch 2 1/4" x 1 7/8"

PUBLICATION AND CLOSING DATES

The *New York Holstein News* is published on the first day of each month, 11 times per year. All ads are due by the 5th of the preceding month.

PHOTOGRAPHS

Copyright laws are to be observed for all professional photographs. Glossy professional or high-resolution digital photos (300 dpi) are preferred.

DELIVERY

Due to uncertainties in publishing and mailing, the publisher cannot assume responsibility for delivery of issues carrying advertising of sales scheduled for earlier than the 15th day of the month.

TERMS

Right is reserved to repeat advertisements under these contracts when new copy is not received by the ad deadline. Ad billing is done during the month the publication is released. A finance charge of 1.5% per month (18% per year) will be added to all balances past due for 30 days or more. Advertisers with a balance 120 days past due will be denied advertising privileges. Rate subject to change in 30 days notice. Should advertising rates be raised, the advertiser may continue at the new rates or cancel the contract without penalty.

PRINTING

Sheetfed Offset, Saddlestitch Bound

MATERIALS

Film negatives right-reading (emulsion side down)
Black-and-white photos: 133-line screen
Four-color process: 150-line screen, max. print density 320, materials must include color proof

ADVERTISING CONTRACT

Name _____

Firm or Business _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Web site <http://www.>_____

Please indicate the number and preference of issue:

3X 6X 11X

- | | | |
|-----------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> October |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> November |
| <input type="checkbox"/> March | <input type="checkbox"/> Summer | <input type="checkbox"/> December |
| <input type="checkbox"/> April | <input type="checkbox"/> September | |

Ad Size:

- | | | |
|------------------------------------|-----------------------------------|---|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/3 Page | <input type="checkbox"/> Member Directory |
| <input type="checkbox"/> 2/3 Page | <input type="checkbox"/> 1/4 Page | |
| <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 1/6 Page | |

Column Inch (please specify) _____

Color or other request: _____

Closing Date: All ads are due by the 5th of the preceding month. Editor reserves the right to repeat ads under these contracts when new copy is NOT received by the ad deadline.

Terms: NET amount is due within 30 days of invoice date. A finance charge of 1.5% per month (18% annually) will be added to all balances past due for 30 days or more. If the account is past-due over 120 days, it will be turned over to collection. Rates subject to change on 30 days notice.

Delivery: Due to uncertainties in the mail, publisher cannot assume responsibility for the delivery of issues carrying advertising of sales scheduled for earlier than the 15th day of the month.

Signature _____

Date _____

NEW YORK HOLSTEIN NEWS 2011 EDITORIAL SCHEDULE

| MONTH | SPECIAL FEATURE |
|-----------|--|
| JANUARY | ALL NEW YORK |
| FEBRUARY | COW FAMILIES |
| MARCH | CONVENTION WRAP-UP SPRING NATIONAL SALE |
| APRIL | SPRING SALES PROMOTION |
| MAY | RED & WHITE HOLSTEINS |
| JUNE | STATE PICNIC PREVIEW, NATIONAL CONVEN- TION DISTRIBUTION |
| SUMMER | PRODUCTION ISSUE |
| SEPTEMBER | TYPE ISSUE |
| OCTOBER | SHOW SEASON WRAP-UP WDE DISTRIBUTION |
| NOVEMBER | SPECIAL AI FOCUS |
| DECEMBER | FOCUS ON YOUTH |

NEW YORK HOLSTEIN NEWS

The *New York Holstein News* was established in 1946 to aid the NY Holstein membership in promoting and merchandising registered Holsteins, as well as cultivate ideas and participation among the members. Editorial content is focused on supporting the perpetuation of highest breed standards and reporting on modern dairy herd management. Regional and national shows, sales and other related Holstein and dairy industry events are reported.

Regular advertising in the *New York Holstein News* increases the awareness of your herd and business. Repetition increases retention so the more potential customers see your name, the more opportunity for business. Your message is seen by over 3,000 readers each month in New York and throughout the United States.

FOR MORE INFORMATION

EDITOR

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NEW YORK HOLSTEIN NEWS

ADVERTISING RATE CARD EFFECTIVE NOVEMBER 2009

THE MOST PROFITABLE WAY TO
REACH 3,000 DAIRY BREEDERS AND
AGRI-BUSINESSES IN NEW YORK AND
THROUGHOUT THE NORTHEAST

