



Largest Privately Owned  
Hereford Newspaper in  
North America ... the  
one that's read "from  
cover to cover"!

# HEREFORD — *America*

**2020-2021  
ADVERTISING  
RATES & SPECS**

# HEREFORD → America

## AD RATES ... SEPT. 2020 – APR. 2021

Size	Black & White	1 Extra Color <sup>1</sup>	4-Color <sup>2</sup>
2-Page Spread	\$1600	\$1750	\$2050
Full Page	\$950	\$1025	\$1200
3/4 Page	\$750	\$825	\$1000
2/3 Page	\$725	\$775	\$950
Junior Page	\$700	\$750	\$850
1/2 Page (Island)	\$700	\$750	\$850
1/2 Page (vert., 2 or 3 col.)	\$525	\$575	\$675
1/2 Page (horizontal)	\$500	\$550	\$650
1/3 Page	\$400	\$425	\$525
1/4 Page	\$250	\$300	\$350
1/8 Strip Ad <sup>3</sup>	\$200	\$225	\$300
1/8 Page	\$175	\$200	\$275
1/16 Strip Ad <sup>3</sup>	\$150	\$175	\$225
1/16 Page	\$125	\$150	\$200
Card Ad (7 issues)	\$150 per year		
Photos	\$5 each		\$10 each

Ad rates DO NOT include photo charges. U.S. FUNDS ONLY!

<sup>1</sup> Extra Color = Black & White photos plus one extra color of your choice (no metallics or fluorescents).

<sup>2</sup> 4-Color = Color photos and additional Color usage in the ad.

<sup>3</sup> Strip ads = run on either top or bottom of page.

Ads placed and later canceled are subject to full charges.



[www.herefordamerica.com](http://www.herefordamerica.com)

## AD SIZES

Full Page (4 col.)	9.5" x 12.75"
3/4 Page (3 col.)	7.09" x 12.75"
2/3 Page (4 col.)	9.5" x 8.3"
2/3 Page (3 col.)	7.09" x 11.22"
Junior Page (3 col.)	7.09" x 10"
1/2 Page (Island)	7.09" x 8.5"
1/2 Page (vertical 2 col.)	4.67" x 12.75"
1/2 Page (vertical 3 col.)	7.09" x 8.5"
1/2 Page (horizontal 4 col.)	9.5" x 6.25"
1/3 Page (4 col.)	9.5" x 4"
1/3 Page (3 col.)	7.09" x 5.5"
1/3 Page (2 col.)	4.67" x 8.375"
1/4 Page (4 col.)	9.5" x 3"
1/4 Page (3 col.)	7.09" x 4.125"
1/4 Page (2 col.)	4.67" x 6.25"
1/4 Page (1 col.)	2.25" x 12.75"
1/8 Strip Ad (4 col.)	9.5" x 1.5"
1/8 Page (3 col.)	7.09" x 2"
1/8 Page (2 col.)	4.67" x 3"
1/8 Page (1 col.)	2.25" x 6"
1/16 Strip Ad (4 col.)	9.5" x .75"
1/16 Page (3 col.)	7.09" x 1"
1/16 Page (2 col.)	4.67" x 1.5"
1/16 Page (1 col.)	2.25" x 3"
Card Ad	2.25" x 1.67"

Finished Page Size: 10.44" x 13.75" • NO BLEEDS  
Printed on high-end, super-white newsprint.  
Dot gain 30%.



For more information call:  
**JILL & MARC HOTCHKISS 605/866-4495**  
13823 Beaver Creek Place • Reva, SD 57651  
[jbh@herefordamerica.com](mailto:jbh@herefordamerica.com)



## **BACK PAGE AUCTION**

\$1,400 starting bid; \$100 increment bids.

Winner is highest bidder on deadline day at 5:00 p.m.

## **FREQUENCY DISCOUNT**

1/4 page or larger for three times or more for a 10% discount.

## **INSERTS**

Based on insert's size and weight. Poly-bagging also available. Call for information and pricing.

## **FRONT PAGE STICKY NOTES**

Please call for information and pricing.

## **PHOTOS**

Unretouched, unsized, original high-resolution digital photos. You may email photos. Actual prints (no inkjet prints) are also accepted. 300 dpi or higher if scanning a print.

NOTE: If we receive photos from other publications and are charged, the charges are passed to you.



## **CAMERA READY ADS**

Accepted formats are high-resolution pdf or jpeg with professionally adjusted photos, 300 dpi, 4-color process, fonts embedded. Acceptable native program is InDesign, packaged with all links/fonts. NO PUBLISHER, MICROSOFT WORD OR POWERPOINT FILES WILL BE ACCEPTED. If we have to re-do your ad, in order to achieve optimal printing results, it is not considered camera ready, charges will apply, including photos.

# DEADLINES ... AUG. 2020 – MAR. 2021

## ISSUE

Sept. 2020

Tours / Fall Sales / Female Sales

## DEADLINE

Aug. 5

Oct. 2020

Fall Sales / Early Consignment Sales

Sept. 5

Nov./Dec. 2020

SD Excellence / Cornhusker Classic / North Star / GoPher / Reno / Denver

Oct. 5

Jan. 2021

Denver / Sioux Empire / Black Hills Stock Show / Watertown

Dec. 5

Feb. 2021

Nebraska Cattlemen's Classic / Denver Results / Bull Sales

Jan. 5

Mar. 2021

A.I. / Bull Sales

Feb. 5

Apr./May 2021

Spring Wrap-up / Private Treaty Sales / A.I.

Mar. 5

## CARD AD DEADLINE

Aug. 5

## EARLY BIRD DISCOUNT

Have ALL of your ad materials to us by the 1st of the month prior to the ad deadline and receive a 10% discount.

## LATE ADS

Add 10% to total. Strict cut-off enforced. Call: Jill Hotchkiss 605/866-4495 or e-mail: [jbh@herefordamerica.com](mailto:jbh@herefordamerica.com)

## SUBSCRIPTIONS

Standard mail (US residents): 1 year = \$20 • 2 years = \$35

First class mail (US residents): 1 year = \$30 • 2 years = \$55

Foreign (non-US residents): 1 year = \$30

Subscribe now online: [www.herefordamerica.com](http://www.herefordamerica.com)





## **DISTRIBUTION**

**CIRCULATION 6,900** approx.

Combination of paid and free distribution

**Subscribers in every U.S. state plus 7 foreign countries!**

Area of most subscribers are the upper plains and mountain states of South Dakota, North Dakota, Montana, Wyoming, Colorado, Nebraska, Minnesota and Kansas.

For more information contact:

**JILL HOTCHKISS**

**605/866-4495**

13823 Beaver Creek Place • Reva, SD 57651

**[jbh@herefordamerica.com](mailto:jbh@herefordamerica.com)**

