



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

# **HEREFORD** *America*

**2023-2024  
ADVERTISING  
RATES & SPECS**

# HEREFORD — America

## AD RATES ... SEPT. 2023 – APR. 2024

Size	Black & White	1 Color <sup>1</sup>	4-Color <sup>2</sup>
2-Page Spread	\$1650	\$1850	\$2250
Full Page	\$1000	\$1125	\$1300
3/4 Page	\$800	\$925	\$1100
2/3 Page	\$775	\$875	\$1050
Junior Page	\$750	\$850	\$950
1/2 Page (Island)	\$700	\$800	\$900
1/2 Page (vert., 2 or 3 col.)	\$600	\$675	\$775
1/2 Page (horizontal)	\$575	\$650	\$750
1/3 Page	\$450	\$500	\$600
1/4 Page	\$275	\$350	\$400
1/8 Strip Ad <sup>3</sup>	\$225	\$275	\$350
1/8 Page	\$200	\$225	\$300
1/16 Strip Ad <sup>3</sup>	\$175	\$200	\$250
1/16 Page	\$150	\$175	\$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:

**Jill & Marc Hotchkiss 605/866-4495**

Jill 605/490-1409 (cell) Marc 605/210-1956 (cell)

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 DISCOUNTS**

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

## **PHOTOS**

Unretouched, unsized, original high-resolution digital photos. You may email photos. No inkjet prints, please. 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.

## **SOCIAL MEDIA SERVICES**

Facebook and Instagram promotions for a sale or event. If interested, please inquire.

## **CAMERA READY ADS**

Accepted formats are high-resolution pdf or jpeg with professionally adjusted photos, 300 dpi, 4-color process (CMYK no RGB), 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

## ISSUE

**Sept. 2023**

*Tours / Fall Sales / Female Sales*

**Oct. 2023**

*Fall Sales and Special Online Sales*

**Nov./Dec. 2023**

*Denver / OKC / SD Excellence / Cornhusker / North Star / GoPher*

**Jan. 2024**

*Denver / OKC / Black Hills Stock Show / Watertown*

**Feb. 2024**

*Nebraska Classic / Denver Results / OKC Results / Bull Sales*

**March 2024**

*A.I. Promos / Bull Sales*

**April/May 2024**

*Private Treaty Sales / A.I.-ET Special Features*

## DEADLINE

**Aug. 7**

**Sept. 8**

**Oct. 5**

**Dec. 6**

**Jan. 5**

**Feb. 5**

**March 8**

## CARD AD DEADLINE

**Aug. 7**

## 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 = \$25 • 2 years = \$40**

**First class mail (US residents): 1 year = \$35 • 2 years = \$60**

**Foreign (non-US residents): 1 year = \$40**

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





## **DISTRIBUTION**

**CIRCULATION 6,000**

*Combination of paid and free distribution*

*Subscribers in every U.S. state*

*plus 6 foreign countries!*

*Area of most subscribers is 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)**

**— Established 1996 —**

