



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

HEREFORD *America*

**2025-2026
Advertising
Rates & Specs**

HEREFORD *America*

AD RATES ... AUG. 2025 - APR. 2026

Size	Black & White	1 Color ¹	4-Color ²
2-Page Spread	\$1750	\$1950	\$2350
Full Page	\$1100	\$1200	\$1400
3/4 Page	\$850	\$975	\$1200
2/3 Page	\$825	\$925	\$1100
Junior Page	\$800	\$900	\$1000
1/2 Page (vert., 2 or 3 col.)	\$650	\$725	\$825
1/2 Page (horizontal)	\$625	\$700	\$800
1/3 Page	\$475	\$525	\$650
1/4 Page	\$300	\$375	\$450
1/8 Strip Ad ³	\$250	\$300	\$375
1/8 Page	\$225	\$250	\$350
1/16 Strip Ad ³	\$200	\$225	\$275
1/16 Page	\$175	\$200	\$250
Card Ad (8 issues)	\$150 per year		
Photos	\$5 ea.		\$10 ea.
Ad rates DO NOT include photo charges.			
U.S. FUNDS ONLY			

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

² 4-Color = Color photos and additional Color usage in the ad.

³ Strip ads = run on either top or bottom of page.

Ads placed and later canceled are subject to full charges.



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

**Most issues printed on high-end, super-white newsprint.
Dot gain 30%.**



www.herefordamerica.com



BACK PAGE AUCTION

\$1,500 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 per season or more for a 10% discount.

PHOTOS

Unretouched, original sized, 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.

CAMERA READY ADS

Accepted format is a high-resolution pdf 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.

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

DEADLINES

ISSUE

August 2025 **New!**

Fall Female Sales & Dispersions/Tours

Sept. 2025

Fall Sales / Fall Female Sales

Oct. 2025

Fall Sales and Special Online Sales

Nov./Dec. 2025

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

Jan. 2026

Denver / OKC / Black Hills Stock Show / Watertown

Feb. 2026

Nebraska Classic / Denver Results / OKC Results / Bull Sales

March 2026

A.I. Promos / Bull Sales

April/May 2026

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

DEADLINE

July 10

Aug. 5

Sept. 5

Oct. 6

Dec. 5

Jan. 5

Feb. 5

March 5

CARD AD DEADLINE

July 10

LATE ADS

Add 10% to total if accepted. Strict cut-off enforced.

Call: Jill Hotchkiss for more information.

605/866-4495 or e-mail: 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 online at:

www.herefordamerica.com





DISTRIBUTION

Circulation 6,000

*Combination of paid and free distribution
plus special events*

**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 (office) • 605/490-1409 (cell)

13823 Beaver Creek Place • Reva, SD 57651

jbh@herefordamerica.com

— Established 1996 —

