

DAIRYSPOTTER

2010
Edition

... *The Dairy Atlas*

Now Reserving Ad Space for 2010

- Providing detailed map locations, contact information, and GPS coordinates for over 300 dairies in the Southwest region and 300 dairies in California.
- This **Dairy Atlas** is used by cattle haulers, livestock feed companies, animal health companies, and associated industries.
- Best value for your advertising \$\$\$ **DAIRYSPOTTER** is used much like the yellow pages. it is referred to over and over again throughout the year.
- The 2010 Edition of the **DAIRYSPOTTER** includes New Mexico, Arizona, Colorado, Southwest Kansas, the Western & High Plains of Texas, and California.

The deadline for advertising in our
2010 **DAIRYSPOTTER** is March 15, 2010.

2010 ADVERTISING RATES

BILLING INFORMATION

Agency Commission, 15%

Terms: Net 10 days from invoice date. Add 3% to invoice if paying with Visa, MC, or Discover.



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GENERAL RATE POLICY

Black & White Rates

1/4 PAGE	\$ 775.00
3.5" wide x 4.75" tall	
1/2 PAGE	\$1,100.00
7.5" wide x 4.75" tall	
FULL PAGE	\$1,695.00
7.5" wide x 10" tall	
*Add \$185.00 for process red or blue	

Four Color Ad Rates

1/4 PAGE	\$1,235.00
1/2 PAGE	\$1,695.00
FULL PAGE	\$2,350.00

Special Four Color Placements

FRONT INSIDE COVER	\$2950.00
BACK INSIDE COVER.....	\$2950.00
BACK COVER	Call for Pricing

Bleed 8.75" wide x 11.25" tall
Live Area 7.50" wide x 10" tall