



# Livestock Weekly®

“Serving Stockmen Everywhere ... Since 1949”

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## DISPLAY ADVERTISING RATES PER WEEK

Editorial Section — The Front Section Of The Paper

Please Note: All Rates Are On A Per Week Basis

SIZE	1-2 TIMES	3-25 TIMES	26+ TIMES
1 Column Inch	\$ 19.00	\$ 15.00	\$ 13.00
4 Column Inches (business card)	\$ 76.00	\$ 60.00	\$ 52.00
6 Column Inches	\$ 114.00	\$ 90.00	\$ 78.00
8 Column Inches	\$ 152.00	\$ 120.00	\$ 104.00
12 Column Inches (1/8th page)	\$ 228.00	\$ 180.00	\$ 156.00
24 Column Inches (1/4 page)	\$ 456.00	\$ 360.00	\$ 312.00
32 Column Inches (1/3 page)	\$ 608.00	\$ 480.00	\$ 416.00
48 Column Inches (1/2 page)	\$ 912.00	\$ 720.00	\$ 624.00
55 Column Inches (jr. page)	\$ 1,045.00	\$ 825.00	\$ 715.00
96 Column Inches (full page)	\$ 1,824.00	\$ 1,440.00	\$ 1,248.00

**Display Advertising Deadline Is Monday At 5 P.M.**

## CLASSIFIED ADVERTISING RATES PER WEEK

Classified Section — Listed Under Classifications

Please Note: All Rates Are On A Per Week Basis

SIZE	1 TIME	2-25 TIMES	26+ TIMES
1 Column Inch	\$ 23.00	\$ 18.00	\$ 16.00
4 Column Inches (business card)	\$ 92.00	\$ 72.00	\$ 64.00
6 Column Inches	\$ 138.00	\$ 108.00	\$ 96.00
8 Column Inches	\$ 184.00	\$ 144.00	\$ 128.00
12 Column Inches (1/8th page)	\$ 276.00	\$ 216.00	\$ 192.00
24 Column Inches (1/4 page)	\$ 552.00	\$ 432.00	\$ 384.00
32 Column Inches (1/3 page)	\$ 736.00	\$ 576.00	\$ 512.00
48 Column Inches (1/2 page)	\$ 1,104.00	\$ 864.00	\$ 768.00
55 Column Inches (jr. page)	\$ 1,265.00	\$ 990.00	\$ 880.00
96 Column Inches (full page)	\$ 2,208.00	\$ 1,728.00	\$ 1,536.00

**Classified Advertising Deadline Is Tuesday At 10 A.M.**

**Please Note: We Accept Advertising In Any Size From One Column Inch To Ninety-Six Column Inches.**

1 Column = 1-5/8 Inches
2 Columns = 3-3/8 Inches
3 Columns = 5-1/8 Inches
4 Columns = 6-7/8 Inches
5 Columns = 8-1/2 Inches
6 Columns = 10-1/4 Inches
<b>10 1/4" Wide x 16" Tall</b>

### — ADDITIONAL CHARGES INCLUDE —

Reverse Charge — \$10.00 • Blind Box Charges — \$10.00 (one time charge) • Help Wanted Blind Box Charges — \$10.00 (per week charge)

Additional One Color Charge: \$175.00 Per Week

Full Process Color Charge: \$375.00 Per Week

### Inserts — Please Call For Pricing

**Call For Agency Discounts**

**Call For Contract Rates**

ALL RATES ARE SUBJECT TO CHANGE. All advertising is subject to the terms of this rate card effective January 1, 2024.

All prices are U.S. Funds. Cash, Check, VISA, MasterCard, Discover or American Express will be accepted. All invoices are due upon receipt.

The publisher reserves the right to reject any and all advertising. Placement is not guaranteed.

\* To avoid re-billing of accounts that fail to complete at least a 26+ insertion schedule, long-term advertising will be billed at the 2-25 time rate and then credited or refunded once the required schedule has been completed.

**These Net Ad Rates Effective January 1, 2024**

(Prior Rates Were Effective Since January 1, 2020)