

Western Livestock Journal®

The Newspaper for Livestock People

CLASSIFIED ADVERTISING RATE CARD

Rates Effective June 1, 2008 • Rate Card No. 26

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CLASSIFIED ADVERTISING RATES

COST PER INCH*	1 time	3 times	6 times	12 times	26 times	40 times	52 times
1 INCH	\$30.00	\$28.50	\$27.00	\$25.50	\$22.50	\$21.00	\$19.50
2 INCH	\$60.00	\$57.00	\$54.00	\$51.00	\$45.00	\$42.00	\$39.00
3 INCH	\$90.00	\$85.50	\$81.00	\$76.50	\$67.50	\$63.00	\$58.50
4 INCH	\$120.00	\$114.00	\$108.00	\$102.00	\$90.00	\$84.00	\$78.00
5 INCH	\$150.00	\$142.50	\$135.00	\$127.50	\$112.50	\$105.00	\$97.50
6 INCH	\$180.00	\$171.00	\$162.00	\$153.00	\$135.00	\$126.00	\$117.00
7 INCH	\$210.00	\$199.50	\$189.00	\$178.50	\$157.50	\$147.00	\$136.50
8 INCH	\$240.00	\$228.00	\$216.00	\$204.00	\$180.00	\$168.00	\$156.00
9 INCH	\$270.00	\$256.50	\$243.00	\$229.50	\$202.50	\$189.00	\$175.50
10 INCH	\$300.00	\$285.00	\$270.00	\$255.00	\$225.00	\$210.00	\$195.00

Deadlines

• Ads and ad copy must be received in our office by 4:30 p.m. (Mountain Time Zone), Tuesday, 6 days prior to Monday issue. Publication of advertising cannot be guaranteed for ads ordered but copy not received by deadline.

• Not cancellable after Tuesday, 4:30 p.m. (Mountain Time Zone)

Classified

90¢ per word, 17 word minimum.
MAD (Mini-Ad-Display) additional \$1.
Blind box ads additional \$8.

Extra Charges

• Photos (B&W halftones) - \$7
• Past due accounts will have 1½% interest per month added.

* Actual measurement of column inch: 1 9/16" x 1"

Demographics

General Reader Profile

Own or manage a beef cattle operation	88.9%
Cow/calf	89.1%
Stocker	30.3%
Feeder	24.7%
WLJ readers manage, on average, a ranch size of	9,310 acres
Retained ownership of their calves into the feedyard	24.7%
Readers who use horses on the ranch	66.3%

Information / Marketing

Use a computer to manage operation	49.7%
Use the internet for information	61.4%
Those who prefer reading WLJ	76.7%

Readers' Herd Type

Registered herds only	8.3%
Commercial herds only	74.4%
Both commercial and registered breeders	11.1%
Average cowherd	299 head
Average replacement heifers	60 head

Readers using artificial insemination 31.3%

Bull Buyer Profile

Readers use an average of 14.7 bulls
Readers replace an average of 3.6 bulls

NOTABLE INFORMATION:

All ads placed in Classified Section will be posted to www.wlj.net for no additional charge during their scheduled published period.