



Midwest Holsteins | Iowa Holstein Herald

Commercial Advertising Information

Three times a year, the Iowa Holstein Association partners with other Midwest states to publish Midwest Holsteins. These issues reach up to 4000 readers.

Spring

Midwest Holsteins
Junior Convention Results
Breeder Profile
State Show information and schedule

Reserve ad space by February 1

Print-ready ads needed by February 10

Planned mailing date: February 28

Summer

Midwest Holsteins
Spring Sale Results
District Show Results
National Convention winners

Reserve ad space by July 1

Print-ready ads needed by July 15

Planned mailing date: July 30

Fall

Midwest Holsteins
State Show Results
Breeder Profile

Reserve ad space by September 1

Print-ready ads needed by September 9

Planned mailing date: September 30

Commercial Print Advertising Rates & Sizes

Full Page, 4C: 8.5" x 11" (0.125 bleed), live area: 7.5" x 10".....	\$600.00
1/2 Page, 4C: 8.5" x 5.5" (no bleed).....	\$350.00
1/4 Page, 4C: 3.56" x 4.8" (no bleeds).....	\$115.00

Note: All print advertisers receive a complimentary sidebar ad on our website.

Print Advertising File Guidelines

To ensure the highest print quality, please follow these specifications when submitting your ad materials:

- Accepted File Formats: PDF (preferred), JPEG or PNG (high resolution), TIFF
- Resolution Requirements: Minimum 300 DPI for all images and graphics
- Color Mode: CMYK
- Bleed & Safe Area: Full-page ads should include a 0.125" bleed on all sides Keep important content within the live area: 7.5" x 10"
- Delivery: Email print-ready files to: iowaholsteinherald@gmail.com

If you need assistance designing your ad or have questions about formatting, feel free to reach out!

Commercial Digital Advertising Rates & Sizes

Homepage Banner Ad

Prominent placement on our homepage for maximum visibility.

Rate: \$100/month

Sidebar Ad (All Pages)

Displayed on every page of the site, including news, events, and breeder profiles.

Rate: \$75/month

Featured Sponsor Section

Includes your logo, a short description, and a link to your website.

Rate: \$50/month

Ad Specs & Guidelines:

Accepted formats: JPG, PNG, or GIF

Max file size: 1MB

Dimensions: Banner (1200x300px), Sidebar (300x250px), Logo (200x200px)

Contact Information

For ad reservations, file submissions, or questions, please contact:

Megan Kueker

Editor, Iowa Holstein Herald

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