



## **Midwest Holsteins | Iowa Holstein Herald Commercial Advertising Information**

Published three times annually, Midwest Holsteins offers a regional reach of 4,000 readers. Advertisers have the additional option to be included in our Iowa-only section for targeted local visibility.

### **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 April 30  
Print-ready ads needed by May 15  
Planned mailing date: May 22*

### **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

### 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](mailto:iowaholsteinherald@gmail.com)

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

**Previous edition example can be found at:**

[https://issuu.com/ohioholsteinassociation/docs/fall\\_2024\\_midwest\\_holsteins](https://issuu.com/ohioholsteinassociation/docs/fall_2024_midwest_holsteins)

### Contact Information

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

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