



## *Deadlines*

**May 16:** Ad Space Reservation & Ad Materials Due  
*If exhibiting at Western National, please reserve space and send materials later*

**May 25:** Print-Ready Ad Due

*Produced by Cowsmopolitan*

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## *Advertise*

Spring show results · National Holstein Convention Sale Consignments  
 Herd favorites, show & genomic stars

All Ads will be posted on the California Holstein Association FB Page  
 All Double-Buy Ads will also be posted on the Cowsmo FB Page

## *Rates*

	<b>Annual ONLY</b>		<b>Cowsmo DOUBLE BUY</b>		
	Breeder	Commercial	Breeder	Commercial	
Double Page	\$1350	\$1620	Double Page	\$2000	\$1925
IFC / IBC	\$800	\$960	Full Page	\$1200	\$1195
Full Page	\$700	\$840	1/2 Page	\$725	\$695
1/2 Page	\$400	\$480			
1/4 Page	\$250	\$300			
Business Card	\$150	\$180			

*\*15% Discount for Camera-ready breeder ads*