



DEADLINES:

May 15: Ad Space Reservation & Ad Materials Due
If exhibiting at Western National, please reserve space and send materials later
May 29: Print-Ready Ad Due



WHAT TO ADVERTISE:

Spring show results · 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

Produced by Cowsmopolitan

Julie Ashton
 julie@cowsmo.com
 815-766-0045

Annual ONLY

	Breeder	Commercial
Double Page	\$1400	\$1620
IFC / IBC	\$850	\$1000
Full Page	\$725	\$875
1/2 Page	\$425	\$500
1/4 Page	\$275	\$350
Business Card	\$160	\$200

Cowsmo DOUBLE BUY

	Breeder	Commercial
Double Page	\$2200	\$2000
Full Page	\$1350	\$1295
1/2 Page	\$825	\$795

**10% Discount for Camera-ready breeder ads*