

2023 World Dairy Expo official program

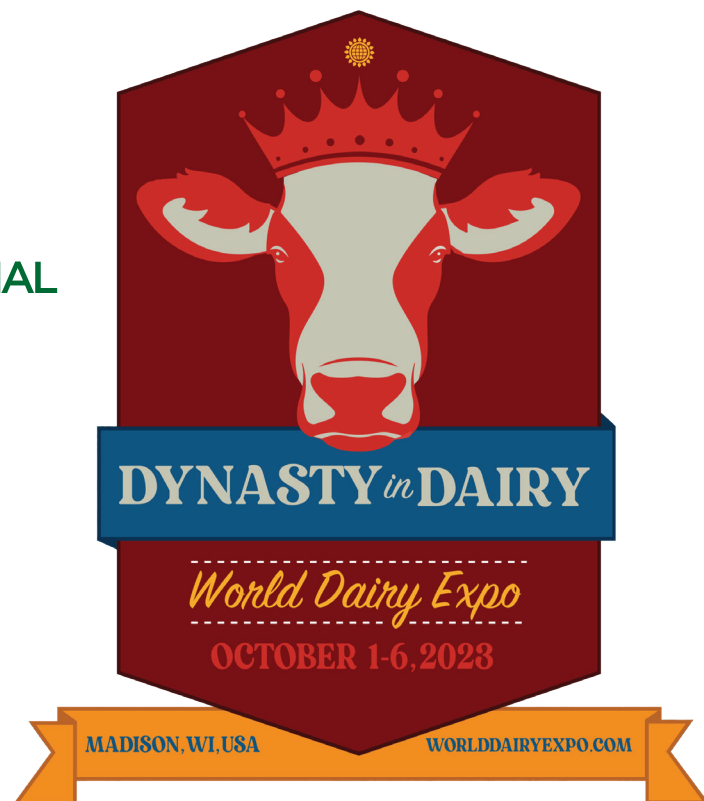
Dairy Herd Management is the official publisher of the World Dairy Expo Official Program. Published in September 2023, the World Dairy Expo Official Program will be mailed to more than 47,000 dairy industry professionals. In addition, your advertisement will be in the 15,000 copies of the Official Program handed out on the Expo grounds.

Put your marketing message inside more than 62,000 copies of the World Dairy Expo Official Program.

Closing date:
July 7, 2023

Materials due:
July 21, 2023

Mail date:
August 22, 2023



World Dairy Expo Print Rates

Four Color	1x
2-page spread	\$26,789
Tab page	\$15,403
1-page	\$13,395
2/3 page	\$10,448
1/2-page spread	\$18,755
Junior page	\$9,378
1/2 page	\$8,839
1/3 page	\$6,697
1/4 page	\$5,893
1/6 page	\$5,088
1/8 page	\$4,689
1/12 page	\$4,152
2nd cover	\$13,796
3rd cover	\$13,796
4th cover	\$14,065

Marketplace Rates

Four Color	1x
1/2 page	\$3,884
1/3 page	\$3,080
1/4 page	\$2,275
1/6 page	\$2,009
1/8 page	\$1,609
1/12 page	\$1,375

Marketplace ads are in the back of the magazine with multiple ads per page.



Print Specs

Dimensions	Non-Bleed Width x Height	Bleed Width x Height
2 Page Spread	14.5" x 9.625"	15.25" x 10.375"
Full Page	7" x 9.625"	7.75" x 10.375"
½ Page Horizontal	7" x 4.75"	7.75" x 5.25"
½ Page Vertical	3.25" x 9.625"	3.75" x 10.375"
2/3 Page	4.375" x 9.625"	4.875" x 10.375"
Junior Page	4.375" x 6.625"	4.875" x 7.125"
1/3 Page Vertical	2.125" x 9.625"	2.625" x 10.375"
1/3 Page Horizontal	7" x 3"	7.75" x 3.375"
¼ Page Vertical	3.25" x 4.75"	
¼ Page Horizontal	4.375" x 3.5"	
1/6 Page Vertical	2.125" x 4.875"	
1/6 Page Horizontal	4.5" x 2.125"	

Magazine Trim Size: 7.5" x 10.125"

Printing Process: Web Offset

Binding Method: Saddle-stitched

File Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: All images within ads should be high-resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Submit Files To: Michelle Bauer,
mbauer@farmjournal.com

Printed inserts should be sent to:
LSC Communications
Attn: Jim Dunning
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1385

Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

**All rates are net full run and subject to change.*

