



Expo Daily Edition

WHY ADVERTISE IN THE EXPO DAILY EDITION?

- More than 54,000 attended in 2022. Grab their attention as they come through the gate.
- 73% of attendees are farmers or business professionals.
- More than 18,000 came solely for the trade show. A chance to draw current and prospective customers in; they want to visit with you!
- Premium positioning available.
- Discounted multi-day advertising available.
- Almost 700 businesses exhibited at the 2022 Expo; they are your competition!
- A World Dairy Expo tradition in an industry-wide loved publication.

NEW!

A link to the online version of the Expo Daily Edition will be emailed out to over 8,000 recipients each day of the Expo!

If you want an edge with a new product introduction, promotional speakers/programs and increased booth traffic, consider advertising in the Expo Daily Edition. This is a great tool to help your business thrive!

**PRINTED
OCTOBER 2
THROUGH
OCTOBER 6!
AD
DEADLINE
SEPTEMBER 1**

Ad Sizes (Black and White)	Single Day	Mon.-Fri.
Center Spread 21.5"w X 16.25"h	\$1,715. ¹⁷	\$7,565. ²⁵
Full Page 10.25"w X 16.25"h	\$992. ¹⁴	\$4,376. ³⁰
1/2 page 10.25"w X 7.875"h	\$624. ⁸⁵	\$2,756. ⁹⁸
1/3 page 5"w X 10.675"h	\$465. ⁴⁶	\$2,098. ⁶³
1/4 page 5"w X 7.875"h	\$392. ⁷⁰	\$1,768. ³⁰
1/6 page 5"w X 5"h	\$270. ²⁷	\$1,239. ³¹
1/8 page 5"w X 3.75"h	\$202. ¹²	\$929. ⁷⁵
2x2 3.25"w X 2"h	\$97. ⁰²	\$450. ⁴⁵

COLOR: Add \$150 per day per ad (no discounts).

Published by

CELEBRATING 25 YEARS
DAIRY STAR
FOUR STAR SPONSOR



CONTACT US TODAY TO LEARN MORE

Laura Seljan
507-250-2217
laura.s@dairystar.com



Kati Kindschuh
920-979-5284
Kati.k@dairystar.com