

World Dairy Expo Official Program

Print Rates –



Dairy Herd Management is the official publisher of the World Dairy Expo Official Program. Published as the September issue of Dairy Herd Management, the Official Program will be mailed to more than 47,500 Dairy Herd Management producer and influencer subscribers, with an additional 10,000 copies distributed throughout the show grounds at World Dairy Expo.

WORLD DAIRY EXPO 2024

1X COLOR

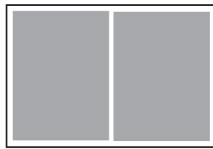
2-page spread	\$28,129
Tab page	\$16,173
1-page	\$14,064
2/3-page	\$10,971
1/2-page spread adjusted to equal 2X 1/2 page Island rate	\$19,693
1/2-island page	\$9,846
1/2-page vertical/horizontal	\$9,281
1/3-page vertical/horizontal/square	\$7,032
1/4-page vertical/horizontal	\$6,187
1/6-page vertical/horizontal	\$5,342
1/8-page vertical/horizontal	\$4,923
1/12-page	\$4,359

MARKETPLACE

1X COLOR

1/2-page vertical/horizontal	\$4,078
1/3-page vertical/horizontal/square	\$3,234
1/4-page vertical/horizontal	\$2,389
1/6-page vertical/horizontal	\$2,109
1/8-page vertical/horizontal	\$1,690
1/12-page	\$1,444

Space Deadline 7/11/24
Tab Materials Deadline: 7/11/24
Materials Deadline: 7/18/24
Mail Date 8/16/24



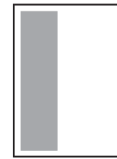
Spread
(non-bleed)
7" x 9.625"
each page
Spread
(bleed)
7.75" x 10.375"
each page



1/2-Page Island
(non-bleed)
4.375" x 6.625"
1/2-Page Island
(bleed)
4.875" x 7.125"



2/3-Page
(non-bleed)
4.375" x 9.625"
2/3-Page
(bleed)
4.875" x 10.375"



1/3-Page
Vertical
(non-bleed)
2.125" x 9.625"
1/3-Page
Vertical
(bleed)
2.625" x 10.375"



1/3-Page
Square (non-bleed)
4.375" x 4.875"
1/3-Page
Square
(bleed)
4.875" x 5.375"



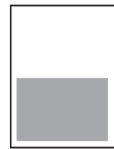
Full Page (non-bleed)
7" x 9.625"

Full Page
(bleed)
7.75" x 10.375"



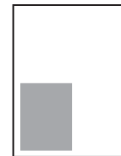
1/2-Page
Vertical (non-bleed)
3.25" x 9.625"

1/2-Page
Vertical
(bleed)
3.75" x 10.375"



1/2-Page Horizontal
(non-bleed) 7" x
4.75"

1/2-Page
Horizontal
(bleed)
7.75" x 5.25"



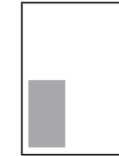
1/4-Page
Vertical
3.25" x 4.75"



1/4-Page
Horizontal
4.375" x 3.5"



1/6-Page
Horizontal
4.5" x 2.125"



1/6-Page
Vertical
2.125" x 4.875"

Trim Size: 7.5" x 10.125"

*Page is three columns wide, 140 lines deep; 420 lines per page.

**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 and 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.

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X1-a

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

Photos and Graphics: Please be sure that all images within ads are high resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred. To upload, please send your file to Jennifer Irvine, jirvine@farmjournal.com

Printed inserts should be sent to:

Dairy Herd Management:

LSC Communications

Attn: Casey McCaskey

1600 N. Main St.

Pontiac, IL 61764

Phone: (815) 844-1831