

ADVERTISING OPPORTUNITIES

WORLD DAIRY EXPO 2026

Where the Global Dairy Industry Meets!

Madison, Wisconsin, USA

Tuesday, September 29 - Friday, October 2

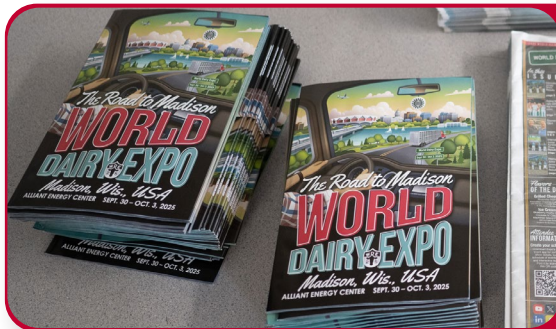


PRINT ADVERTISING

Reach your audience through Expo's three on-site publications! These publications each cater to a unique audience and are perfect for companies interested in reaching Expo's attendees where they are.

CATTLE LOGS

Cattle Logs are the official guide for Expo's Dairy Cattle Show. Utilized by dairy cattle exhibitors and cattle enthusiasts around the globe, Cattle Logs are distributed ringside and posted on the Expo website to be viewed year-round. Share your message in 10,000 printed Cattle Logs with a historical viewership of 20,000 views online. An easy choice if you're looking to target cattle exhibitors!



OFFICIAL PROGRAM

The Official Program, published by *Dairy Herd Management*, is the premier publication of World Dairy Expo. Not only is this publication a must-have for on-site attendees, it is also mailed to *Dairy Herd Management's* subscribers pre-show to encourage attendance. The Official Program is a great opportunity for promotion by exhibitors before, during and after Expo!

EXPO DAILY EDITION

The *Expo Daily Edition*, published by *Dairy Star*, is Expo's on-grounds daily newspaper. It is available at the gates and distributed throughout the grounds each morning. Look to the *Expo Daily Edition* to expand your advertising dollars by reaching producers on grounds every day of the show.





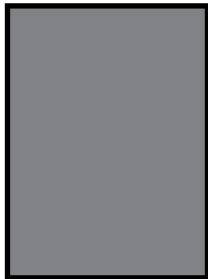
2026 WORLD DAIRY EXPO

CATTLE LOG ADVERTISING

Cattle Logs have long been the source for who's who in the World Dairy Expo Dairy Cattle Show. Each breed show, along with the International Junior Holstein Show, has its own Cattle Log. 10,000 Cattle Logs are distributed ringside throughout the week, and they are available digitally year-round on the World Dairy Expo website, www.worlddairyexpo.com. Advertisers must be an Expo exhibitor.

Please reserve the following ad space in the Cattle Logs:

_____ Full Page – \$1,000

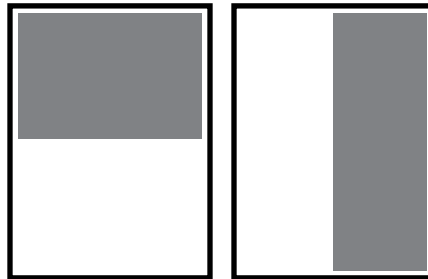


Full Page:

8.25”w x 11”h

Full bleed is recommended.
Set bleed at .125” on all sides.
Color: Grayscale for all ads

_____ Half Page – \$500



Half Page:

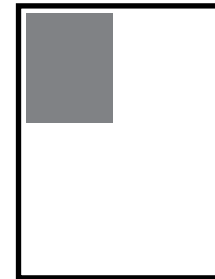
7”w x 4.875”h – Horizontal

3.625”w x 10”h – Vertical

Color: Grayscale

Borders around ads are encouraged.

_____ Quarter Page – \$350



Quarter Page:

3.5”w x 4.875”h

Color: Grayscale

Borders around ads are encouraged.

Company: _____ Contact Name: _____

Address: _____

City, State, Zip: _____

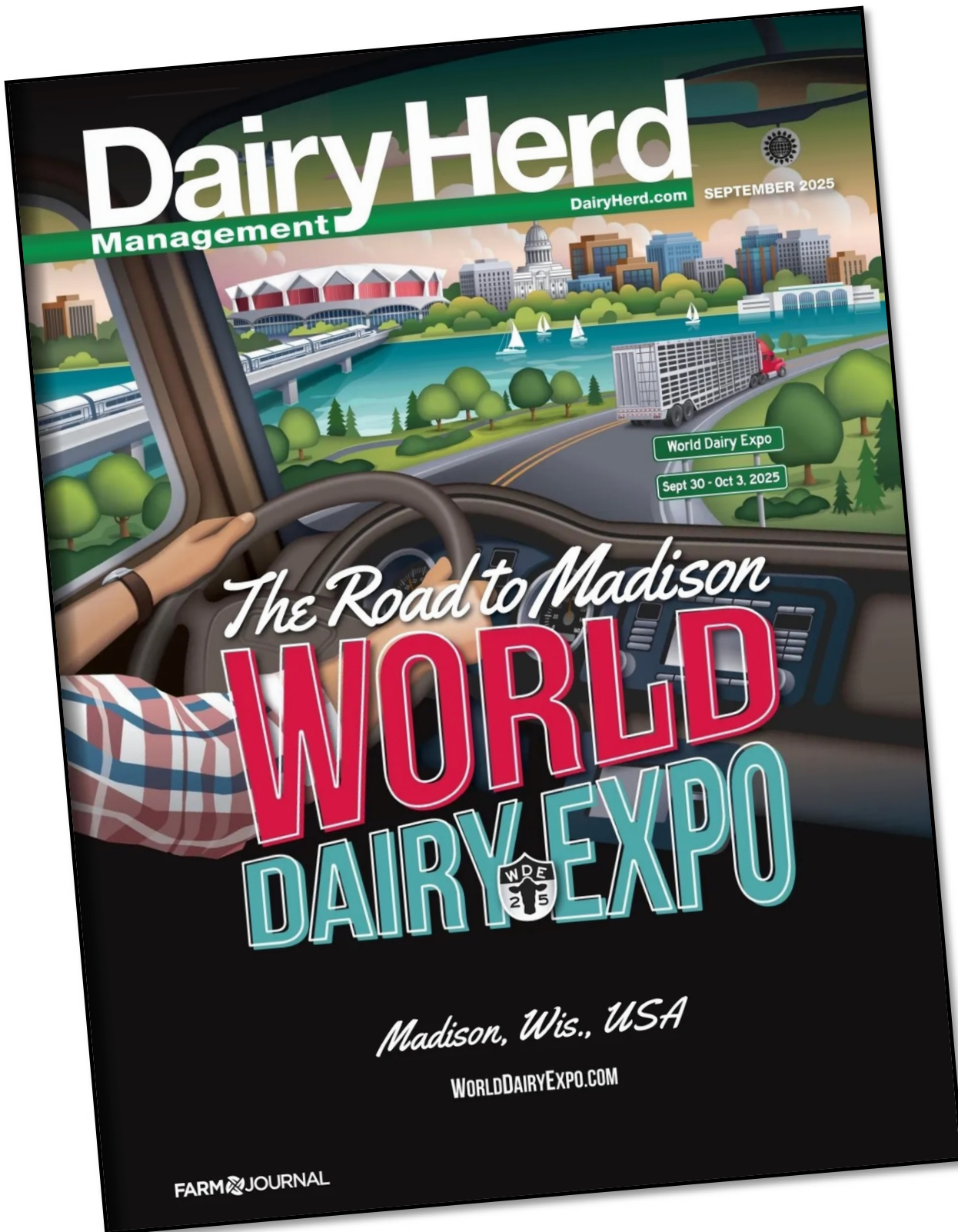
Phone: _____

Email: _____ Website: _____

All interior ads are black and white while covers and inside covers are full-color for an additional fee. If interested in the covers or inside covers, please reach out to sponsorship@wdexpo.com for details. World Dairy Expo reserves the right to reject any application for any reason. This application must be received with payment by August 1 to be included in the Cattle Logs. A high resolution ad (PDF) is due August 15. Please send all information to sponsorship@wdexpo.com.

By signing below, you are indicating that all above information is correct and you wish to be included in the 2026 World Dairy Expo Cattle Log.

Exhibitor's Signature: _____ Date: _____



Dairy Herd Management

Issue Date: September 2025

Space Deadline: 7/23/25

Materials Deadline: 8/15/25

Distribution: • 30,000
• 8,000

Dustin Johnson

Annie McCann

Nicole Starkey

Leah Mindes

Bailey Eberhart

Grace Link

[Link to 2025 World Dairy Expo Official Program](#)

FARM JOURNAL

WORLD DAIRY EXPO

OFFICIAL PROGRAM

Management is the official publisher of the World Dairy Expo Official Program.

er 2026

26

7/9/26 (Tab Pages due 7/7/26)

4,278 Dairy Herd Management subscribers

,000 copies distributed throughout show grounds

For Placements, Pricing and Specs, Please Contact:

Johansen, Sr. VP Farm Journal Livestock

djohansen@farmjournal.com

Cullough, National Account Manager

amccullough@farmjournal.com

Starr, National Account Manager

nstarr@farmjournal.com

Demann, National Account Manager

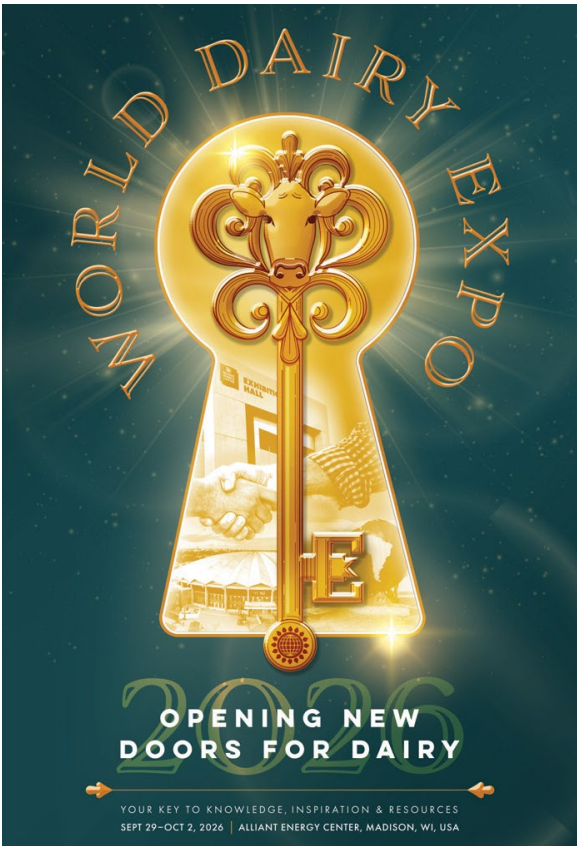
lmindemann@farmjournal.com

Beberhart, National Account Manager

beberhart@farmjournal.com

Glink, New Business Development Sales Executive

glink@farmjournal.com



EXPO DAILY EDITION

WHY ADVERTISE IN THE EXPO DAILY EDITION?

- More than 51,000 attended in 2025. Grab their attention as they come through the gate.
- 67% of attendees are farmers or business professionals.
- More than 15,900 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.
- Over 460 businesses exhibited at the 2025 Expo; they are your competition!
- A World Dairy Expo tradition in an industry-wide loved publication.

A link to the online version of the Expo Daily Edition will be emailed out to over 9,00 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
SEPTEMBER 28
THROUGH
OCTOBER 2!
AD
DEADLINE
SEPTEMBER 4**

Ad Sizes (Black and White)	Single Day*	Mon.-Fri.*
Center Spread 21.5”w X 16.25”h	\$1,883. ²²	\$9,416. ¹²
Full Page 10.25”w X 16.25”h	\$1,089. ³⁵	\$5,446. ⁷⁵
1/2 page 10.25”w X 7.875”h	\$686. ⁰⁷	\$3,430. ³⁷
1/3 page 5”w X 10.675”h	\$511. ⁰⁷	\$2,555. ³²
1/4 page 5”w X 7.875”h	\$431. ¹⁸	\$2,155. ⁸⁹
1/6 page 5”w X 5”h	\$296. ⁷⁵	\$1,483. ⁷⁵
1/8 page 5”w X 3.75”h	\$221. ⁹³	\$1,109. ⁶³
2x2 3.25”w X 2”h	\$106. ⁵³	\$532. ⁶⁴

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

*prices may be increased if paper tariffs are being charged at the time of printing.



CONTACT US TODAY TO LEARN MORE
Laura Seljan
 507-250-2217
 laura.s@dairystar.com



Kati Schafer
 920-979-5284
 kati.s@dairystar.com

DIGITAL ADVERTISING

While World Dairy Expo's primary focus is hosting a well-attended in-person event, Expo's digital presence is equally as impressive and is omnipresent. Take a different approach and be seen by attendees as they plan their trip on our website, app or in the attendee newsletters!

23,275

ATTENDEE SUBSCRIBERS

NEWSLETTER BANNER

\$1,000

Reach WDE attendees before the event by placing a banner ad in Expo's attendee newsletter. This engaged user base averages an open rate of 48% and a CTR of 5.3%

202,000

ANNUAL WEB USERS

WEB BANNER

\$1,500

Put your brand in front of Expo's website users with a banner ad. Ads are placed in three month increments during peak page view times.

9,900

REGISTERED USERS

MOBILE EVENT APP

\$1,500

Includes a clickable banner ad in Expo's mobile event app. App ads in were viewed on average 53,900 times by over 3,500 engaged users.



ADVERTISING: AT EXPO

With countless options and opportunities, there is a place for everyone to place their brand on the World Dairy Expo grounds. Find where your audience will be during Expo and place signage there to attract them to your booth. Reach out to sponsorship@wdexpo.com to find the perfect place for you!



ADVERTISING: AT EXPO

EXPOTV BROADCAST



Engage with both virtual and in-person attendees as an ExpoTV Broadcast sponsor - Expo's live-streaming service. This sponsorship includes commercials throughout the live broadcast of Expo's Showring action along with logo recognition on-screen and on-site at WDE. 30-second, 60-second and multiple version commercial options are available; contact sponsorship@wdexpo.com for more details. ExpoTV footage alongside your logo is available for viewing year-round on Expo's website, expanding the reach of your brand to the global dairy industry beyond the week of Expo.

WATCH EXPOTV

AUDIO BILLBOARDS

There is so much to look at during World Dairy Expo - how about taking a different approach and reaching your audience through a different sense? Audio billboards are located at each entrance of Expo's Trade Show and used to share key messages to its attendees.



**30 SECOND
ADVERTISEMENT**



**60 SECOND
ADVERTISEMENT**



**PRODUCTION
COSTS**