



# 2018 WORLD DAIRY EXPO

# Cattle Log

## Advertising Reservation Form

The Cattle Log has long been the source for who's who in the World Dairy Expo dairy cattle shows. Each breed show, along with the International Junior Holstein Show, has its own book. Over 14,000 Cattle Logs are distributed ringside throughout the week, and they are available digitally year-round on the World Dairy Expo website, [www.worlddairy-expo.com](http://www.worlddairy-expo.com). Advertisers must be an Expo exhibitor.

**Please reserve the following ad space in the Cattle Logs:**

\_\_\_\_\_ Full Page – \$600 (8.25”w x 11”h)

\_\_\_\_\_ Half Page – \$450 (7”w x 4.875”h) or (3.625”w x 10”h)

\_\_\_\_\_ Quarter Page – \$250 (3.5”w x 4.875”h)

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

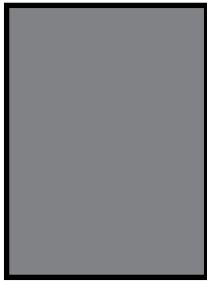
All ads are black and white. World Dairy Expo reserves the right to reject any application for any reason. This application must be received with payment by August 1 to be included in the Cattle Log. A high resolution ad (PDF) is due August 15. Please send all information to Crystal Ripp at [cripp@wdexpo.com](mailto:cripp@wdexpo.com)

By signing below, you are indicating that all above information is correct and you wish to be included in the 2018 World Dairy Expo Cattle Log.

Exhibitor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



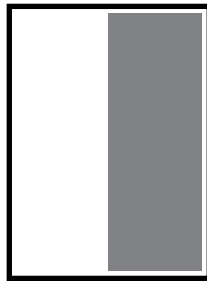
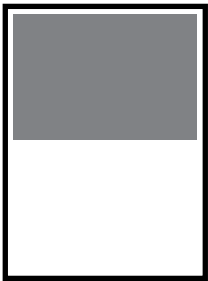
# 2018 World Dairy Expo Cattle Log Ad Specs

**Full Page:**

8.25”w x 11”h (\$600)

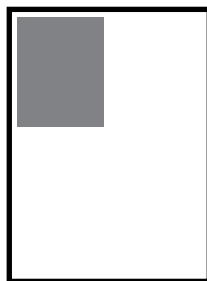
Full bleed is recommended.  
Set bleed at .125” on all sides.

Color: Grayscale for all ads  
Covers: PMS Colors 7401c (Tan/Yellow)  
and 326c (Teal)

**Half Page:**

7”w x 4.875”h – Horizontal (\$450)  
3.625”w x 10”h – Vertical (\$450)

Color: Grayscale  
Borders around ads are encouraged.

**Quarter Page:**

3.5”w x 4.875”h (\$250)

Color: Grayscale  
Borders around ads are encouraged.

**Details for Cattle Log Ads:**

File: High resolution PDF, at least 300 dpi  
Email PDF to: [cripp@wdexpo.com](mailto:cripp@wdexpo.com)  
Deadline: August 15

**Questions?** Contact Crystal at 608-224-6455 or [cripp@wdexpo.com](mailto:cripp@wdexpo.com)