

2019 Advertising Opportunities



The Red Bloodlines

OFFICIAL PUBLICATION OF THE RED & WHITE DAIRY CATTLE ASSOCIATION

The Red Bloodlines is the official publication of the
Red and White Dairy Cattle Association.

The full color magazine will be published 5 times during 2019.

The following are the statistics of the publication:

- Over 1300 copies distributed to our Members and Subscribers
- An additional 100+ issues mailed internationally
- All ads are posted on RWDCA Social Media (Over 9500 followers) after magazines are received in homes
- Distributed at World Dairy Expo & All American Dairy Show
- Additional issues sent to new members
- Additional issues used for promotional purposes year round

January/February Issue: Featuring All American Nominations & Winners

This issue will be inserted into the Holstein World Magazine

Camera Ready Deadline: January 20th

March Issue: Junior Issue-including Junior All American Winners

This issue will be inserted into the Holstein World Magazine

Camera Ready Deadline: February 15th

Spring Issue: Convention Issue

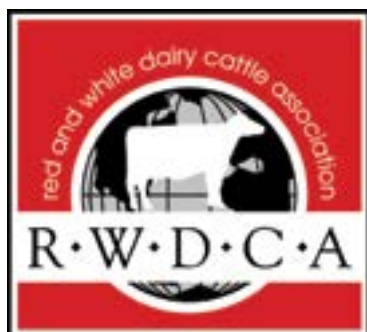
Camera Ready Deadline: April 10th

Fall Issue: Fall Issue

Camera Ready Deadline: August 15th

Winter Issue: Show Issue- Featuring Cow & Heifer of the Year nominees!

Camera Ready Deadline: November 10th



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Promotions Manager

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2019 ADVERTISING RATES AND SCHEDULE

	FULL COLOR	CAMERA-READY
Full Page	\$585.....	\$526.50
2/3 Page.....	\$450.....	\$405.00
1/2 Page.....	\$325.....	\$292.50
1/3 Page.....	\$235.....	\$211.50
1/4 Page.....	\$185.....	\$166.50
Business Card For Directory.....	\$200/year (billed out in January)	

Ad Specifications:

Full Page: 8.5 x 11
 Two-Thirds Page: 5 x 9.875
 Half Page: 7.5 x 4.875
 Third Page: 5 x 4.875
 Fourth Page: 3.7 x 4.875

Contract Advertisers
 Receive an additional
 20% off of ads, in addition
 to the camera ready
 Discount of 10%.

Contract available
 On request.

- * All Units in Inches
- * .25 Bleed

Back by Popular Demand!

2020 Red Sire Showcase

A supplement to The Red Bloodlines. The small pocket sized sire directory is mailed separately in September 2019 to all members and subscribers.

Each bull receives it's own 3.5 inch x 6.5 inch page in the directory. On that page each featured bull receives a large picture of the featured bull, an optional smaller picture, a pedigree and 3-6 bullet points along with your logo and contact information.

Deadline August 22, 2019

Pricing:
 1-4 sires: \$225/each
 5-9 sires: \$200/each
 10+ sires: \$150/each

