

**Not much costs the same as a year ago,
But News advertising stays the same for 2018.
The New York Holstein News ... the most cost-effective
use of your advertising dollar ANYWHERE!**

**Advertising Information & Subscription Form
2018 ADVERTISING RATES**



Circulation 2,300 through 31 states plus FREE online WORLD WIDE

Dairy Producer Rate					Commercial/Agri-Business Rate				
Ad Size	1x	3x	6x	11x	Ad Size	1x	3x	6x	11x
Full Page	\$340	\$310	\$280	\$260	Full Page	\$400	\$390	\$370	\$350
2/3 Page	\$240	\$220	\$210	\$200	2/3 Page	\$320	\$300	\$290	\$280
1/2 Page	\$190	\$180	\$170	\$160	1/2 Page	\$270	\$250	\$235	\$225
1/3 Page	\$150	\$135	\$125	\$115	1/3 Page	\$195	\$185	\$175	\$165
1/4 Page	\$115	\$110	\$100	\$95	1/4 Page	\$160	\$150	\$130	\$125
1/6 Page	\$85	\$80	\$75	\$70	1/6 Page	\$130	\$120	\$105	\$100
Member Directory			\$30	\$30	Member Directory			\$40	\$40

Additional Charges:

Photographs

B/W \$10 each

Four Color \$25 each*

**In addition to four-color ad unless ad is print-ready*

All rates shown are net.

Color Rates

Two-Color

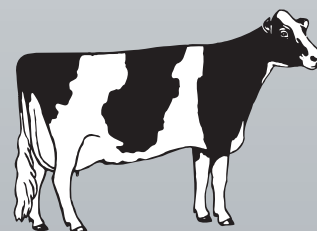
(Red, Green or Blue) \$95

Matched PMS Color \$185

Four Color \$275 full page,
\$150 1/2 page

**Special Art, Inserts,
Reprints**

Rates available upon request.



Publication and Closing Dates

The New York Holstein News is published on the first day of each month, 11 times per year. All ads are due by the 5th of the previous month.

Photographs

Copyright laws are to be observed for all professional photographs. Glossy professional or high-resolution digital photos (300 dpi) are preferred.

Delivery

Due to uncertainties in publishing and mailing, the publisher cannot assume responsibility for delivery of issues carrying advertising of sales for earlier than the 15th day of the month.

**Michael J. McCaffrey, Editor
NYHA**

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SUBSCRIPTION FORM

Name _____

Address _____

City _____ State _____ Zip _____

Circle Type: US \$25.00 1 Year \$45 2 years \$60 3 years
Canada or Overseas \$35.00 standard delivery First Class \$55.00

Please return to:
NYHA
840 Hanshaw Rd., Suite 5
Ithaca, NY 14850