

**Not much costs the same as a year ago,  
But News advertising stays the same for 2017.  
The New York Holstein News ... the most cost-effective  
use of your advertising dollar ANYWHERE!**

**Advertising Information & Subscription Form  
2017 ADVERTISING RATES**



*Circulation 2,500 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				Member Directory . . . . .	\$40			

**Additional Charges:**

**Photographs**

B/W \$10 each  
Four Color \$25 each\*  
*\*In addition to four-color ad  
unless ad is print-ready*

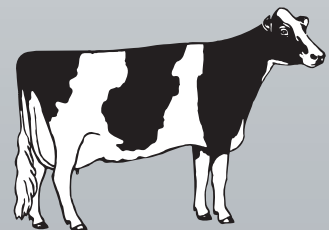
*All rates shown are net.*

**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.



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**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.

**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  
957 Mitchell St.  
Ithaca, NY 14850