

Midwest Holstein News

The Midwest Holstein News is published twice a year and is inserted into the Dairy Star. It is printed prior to the MHA Spring Special and Fall Harvest sales. Majority of its contents is sale consignments but additional Minnesota Holstein news is included and advertising space is always available. An ad into the Dairy Star will reach a circulation of approximately 11,000 dairy producers in Minnesota, Eastern South Dakota, Northeastern and East Central Iowa. Advertising in the Dairy Star is a great way to highlight your sale consignment to 11,000 dairyman throughout Minnesota and neighboring states.

Deadlines: March 1st and October 1st!

Contact the MHA office for more information and ad rates.



To reserve advertising space contact the MHA office today!

MINNESOTA HOLSTEIN ASSOCIATION

411 28th Ave South
Waite Park, MN 56387

Phone: 320-259-0637

Fax: 320-259-0009

E-mail: jdingbaum@mnholstein.com

Website: www.mnholstein.com

Minnesota Holstein Association



Advertising Rates

Effective October 1, 2005 thru September 30, 2006

Minnesota Holstein News Ad Rates

**Looking to market
or advertise your
cattle or product?**

Let the Minnesota Holstein Association be of service to you! The Minnesota Holstein News has a circulation of 1,100 and is a great way to market your cattle or product to Minnesota dairyman.

A new venture . . .

The Iowa, Illinois, Minnesota, South Dakota and Wisconsin Holstein Associations will be publishing a joint advertising section in their individual March and September publications. This is a joint effort intended to boost our memberships' advertising exposure. These breeder ads will be seen by over 6,500 Holstein members throughout the Upper Midwest.

Upper Midwest Publication Breeder Advertising Rates

Full page, 2-color	\$325
Full page, 4-color	\$375

Please contact the MHA office 320.259.0637 if you are interested in a smaller ad size.

Page Rates:

Full Page	\$240.00
2/3 Page	\$190.00
1/2 Page	\$150.00
1/3 Page	\$130.00
1/4 Page	\$105.00
1/8 Page	\$60.00
Directory of Service Ad (yearly contracts available)	\$25.00

Color Rates:

2-color, Full Page	\$75.00
2-Color, 1/2 Page	\$50.00
2-Color, 1/4 Page or Smaller	\$25.00
4-Color, Full Page	\$150.00
4-Color, 1/2 Page or Smaller	\$100.00
2-Color or 4-Color on Directory of Service Ad	\$5.00

Calendar Rate:

Calendar Page, Full Color \$375.00

Discounts:

5% discount for payment in advance

10% discount for \$700 or more of breeder advertising in the MHA fiscal year (October 1—September 30) credited to your account. Credit is determined on paid advertising.

The Minnesota Holstein News is published four times a year: March, June, September and December. Please contact the MHA office if interested in advertising. We would be more than happy to help design an ad to fit your needs and budget!

Ad deadline: 1st of preceding month.

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