

ADVERTISING OPPORTUNITIES

WORLD DAIRY EXPO 2024

Where the Global Dairy Industry Meets!

Madison, Wisconsin, USA

Tuesday, October 1 - Friday, October 4



PRINT ADVERTISING

Reach your audience through Expo's three on-site publications! These publications each cater to a unique audience and are perfect for companies interested in reaching Expo's attendees where they are.

CATTLE LOGS

Cattle Logs are the official guide for Expo's Dairy Cattle Show. Utilized by dairy cattle exhibitors and cattle enthusiasts around the globe, Cattle Logs are distributed ringside and posted on the Expo website to be viewed year-round. In 2023, 13,000 Cattle Logs were printed and were viewed 20,000 times online. An easy choice if you're looking to target cattle exhibitors!



OFFICIAL PROGRAM

The Official Program, published by Dairy Herd Management, is the premier publication of World Dairy Expo. Not only is this publication a must-have for on-site attendees, it is also mailed to Dairy Herd Management's subscribers pre-show to encourage attendance. The Official Program is a great opportunity for promotion by exhibitors before, during and after Expo!



EXPO DAILY EDITION

The Expo Daily Edition, published by Dairy Star, is Expo's on-grounds daily newspaper. It is available at the gates and distributed throughout the grounds each morning. Look to the Expo Daily Edition to expand your advertising dollars by reaching producers on grounds every day of the show.



2024 WORLD DAIRY EXPO CATTLE LOG ADVERTISING

Cattle Logs have long been the source for who's who in the World Dairy Expo Dairy Cattle Show. Each breed show, along with the International Junior Holstein Show, has its own Cattle Log. 13,000 Cattle Logs are distributed ringside throughout the week, and they are available digitally year-round on the World Dairy Expo website, www.worlddairyexpo.com. Advertisers must be an Expo exhibitor.

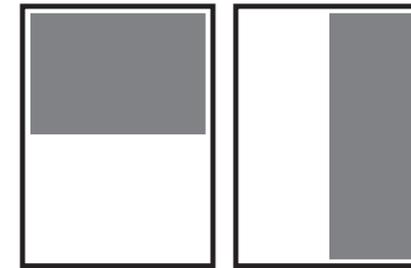
Please reserve the following ad space in the Cattle Logs:

_____ Full Page – \$1,000



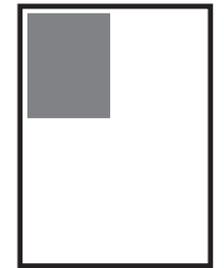
Full Page:
8.25" w x 11" h
Full bleed is recommended.
Set bleed at .125" on all sides.
Color: Grayscale for all ads

_____ Half Page – \$500



Half Page:
7" w x 4.875" h – Horizontal
3.625" w x 10" h – Vertical
Color: Grayscale
Borders around ads are encouraged.

_____ Quarter Page – \$350



Quarter Page:
3.5" w x 4.875" h
Color: Grayscale
Borders around ads are encouraged.

Company: _____ Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

All interior ads are black and white while covers and inside covers are full-color for an additional fee. 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 Logs. A high resolution ad (PDF) is due August 15. Please send all information to jdobbs@wdexpo.com.

By signing below, you are indicating that all above information is correct and you wish to be included in the 2024 World Dairy Expo Cattle Log.

Exhibitor's Signature: _____ Date: _____

World Dairy Expo Official Program

Print Rates –

Dairy Herd Management is the official publisher of the World Dairy Expo Official Program. Published as the September issue of Dairy Herd Management, the Official Program will be mailed to more than 47,500 Dairy Herd Management producer and influencer subscribers, with an additional 10,000 copies distributed throughout the show grounds at World Dairy Expo.



WORLD DAIRY EXPO 2024

	1X COLOR
2-page spread	\$28,129
Tab page	\$16,173
1-page	\$14,064
2/3-page	\$10,971
1/2-page spread adjusted to equal 2X 1/2 page Island rate	\$19,693
1/2-island page	\$9,846
1/2-page vertical/horizontal	\$9,281
1/3-page vertical/horizontal/square	\$7,032
1/4-page vertical/horizontal	\$6,187
1/6-page vertical/horizontal	\$5,342
1/8-page vertical/horizontal	\$4,923
1/12-page	\$4,359

MARKETPLACE

	1X COLOR
1/2-page vertical/horizontal	\$4,078
1/3-page vertical/horizontal/square	\$3,234
1/4-page vertical/horizontal	\$2,389
1/6-page vertical/horizontal	\$2,109
1/8-page vertical/horizontal	\$1,690
1/12-page	\$1,444

Space Deadline 7/11/24
Tab Materials Deadline: 7/11/24
Materials Deadline: 7/18/24
Mail Date 8/16/24



Spread (non-bleed)
7" x 9.625"
each page
Spread (bleed)
7.75" x 10.375"
each page



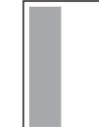
1/2-Page Island (non-bleed)
4.375" x 6.625"

1/2-Page Island (bleed)
4.875" x 7.125"



2/3-Page (non-bleed)
4.375" x 9.625"

2/3-Page (bleed)
4.875" x 10.375"



1/3-Page Vertical (non-bleed)
2.125" x 9.625"

1/3-Page Vertical (bleed)
2.625" x 10.375"



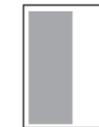
1/3-Page Square (non-bleed)
4.375" x 4.875"

1/3-Page Square (bleed)
4.875" x 5.375"



Full Page (non-bleed)
7" x 9.625"

Full Page (bleed)
7.75" x 10.375"



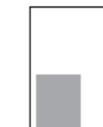
1/2-Page Vertical (non-bleed)
3.25" x 9.625"

1/2-Page Vertical (bleed)
3.75" x 10.375"

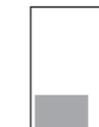


1/2-Page Horizontal (non-bleed) 7" x 4.75"

1/2-Page Horizontal (bleed)
7.75" x 5.25"



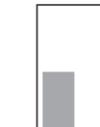
1/4-Page Vertical
3.25" x 4.75"



1/4-Page Horizontal
4.375" x 3.5"



1/6-Page Horizontal
4.5" x 2.125"



1/6-Page Vertical
2.125" x 4.875"

Trim Size: 7.5" x 10.125"

*Page is three columns wide, 140 lines deep; 420 lines per page.

**Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle-stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold

in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black and 1-color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X1-a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: Please be sure that all images within ads are high resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred. To upload, please send your file to Jennifer Irvine, jirvine@farmjournal.com

Printed inserts should be sent to:

Dairy Herd Management:
LSC Communications
Attn: Casey McCaskey
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1831



Annie McCullough	amccullough@farmjournal.com	(608-628-6827
Leah Mindemann	leah.mindemann@bock-assoc.com	(952) 270-8778
Peter Rupert	peter.rupert@bock-assoc.com	(651) 336-4584
Nicole Starr	nstarr@farmjournal.com	(262) 993-9847
Cory Edge	cedge@farmjournal.com	765-602-3969
Dustin Johansen	djohansen@farmjournal.com	309-339-4718



EXPO DAILY EDITION

WHY ADVERTISE IN THE EXPO DAILY EDITION?

- More than 56,000 attended in 2023. Grab their attention as they come through the gate.
- 71% of attendees are farmers or business professionals.
- More than 18,000 came solely for the trade show. A chance to draw current and prospective customers in; they want to visit with you!
- Premium positioning available.
- Discounted multi-day advertising available.
- Over 550 businesses exhibited at the 2023 Expo; they are your competition!
- A World Dairy Expo tradition in an industry-wide loved publication.

A link to the online version of the Expo Daily Edition will be emailed out to over 8,500 recipients each day of the Expo!
Ask us about a banner ad in the e-newsletter!!

If you want an edge with a new product introduction, promotional speakers/programs and increased booth traffic, consider advertising in the Expo Daily Edition. This is a great tool to help your business thrive!

**PRINTED
 SEPTEMBER 30
 THROUGH
 OCTOBER 4!
 AD
 DEADLINE
 SEPTEMBER 6**

Ad Sizes (Black and White)		Single Day	Mon.-Fri.
Center Spread	21.5"w X 16.25"h	\$1,758. ⁰⁵	\$8,790. ²⁵
Full Page	10.25"w X 16.25"h	\$1,016. ⁹⁴	\$5,084. ⁷²
1/2 page	10.25"w X 7.875"h	\$640. ⁴⁷	\$3,202. ³⁶
1/3 page	5"w X 10.675"h	\$477. ¹⁰	\$2,385. ⁴⁸
1/4 page	5"w X 7.875"h	\$402. ⁵²	\$2,012. ⁵⁹
1/6 page	5"w X 5"h	\$277. ⁰³	\$1,385. ¹³
1/8 page	5"w X 3.75"h	\$207. ¹⁷	\$1,035. ⁸⁷
2x2	3.25"w X 2"h	\$99. ⁴⁵	\$497. ²³

COLOR: Add \$150 per day per ad (no discounts).

Published by **DAIRY STAR** FOUR STAR SPONSOR

CONTACT US TODAY TO LEARN MORE

Laura Seljan
 507-250-2217
 laura.s@dairystar.com

Kati Schafer
 920-979-5284
 kati.s@dairystar.com

DIGITAL ADVERTISING

THE DAIRY SHOW - EXPO'S PODCAST

Beginning in September 2020, The Dairy Show is a twice-monthly podcast that serves as the digital meeting place of the global dairy industry. Episodes cover topics ranging from cows to cutting edge technology to the colored shavings.

- 88,600 all-time downloads on 85 episodes = 1,042 streams per episode
- Streaming in 133 countries, all 50 US states & 12 Canadian provinces and territories
- A recently sponsored episode had a Facebook reach of 63k and 77k on its two respective posts. Additional reach was achieved on Instagram, LinkedIn and Twitter.

SPONSORSHIP DETAILS - \$1,000 PER EPISODE

- Exclusive sponsorship of episode
- Recognition in the episode description on streaming platforms
- :15-:30 scripted commercial at the beginning of the podcast
- :10 liner at the conclusion of episode
- Tags in all WDE social media promotions of the podcast episode
- \$200 of your sponsorship will be used in social media advertising of the episode



<p>15,500 ATTENDEE SUBSCRIBERS</p> <p>NEWSLETTER BANNER \$500</p> <p>Reach WDE attendees before the event by placing a banner ad in Expo's attendee newsletter. This engaged user base averages an open rate of 48% and a CTR of 5.3%</p>	<p>161,000 ANNUAL WEB USERS</p> <p>WEB BANNER \$750</p> <p>Put your brand in front of Expo's website users with a banner ad. Ads are placed in three month increments during peak page view times.</p>	<p>7,650 REGISTERED USERS</p> <p>MOBILE EVENT APP \$1,000</p> <p>Includes a clickable banner ad in Expo's mobile event app. App ads in 2022 were viewed on average 53,900 times by over 3,500 engaged users.</p>
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ADVERTISING: AT EXPO

With countless options and opportunities, there is a place for everyone to place their brand on the World Dairy Expo grounds. Find where your audience will be during Expo and place signage there to attract them to your booth. Reach out to [Jennifer Dobbs](#) to find the perfect place for you!



ADVERTISING: AT EXPO

EXPOTV BROADCAST



\$10,000

Engage with both virtual and in-person attendees as an ExpoTV Broadcast sponsor - Expo's live-streaming service. This sponsorship includes 30-second commercials throughout the live broadcast of Expo's Showring action and educational events along with logo recognition on-screen and on-site at WDE. ExpoTV footage alongside your logo is available for viewing year-round on Expo's website, expanding the reach of your brand to the global dairy industry beyond the week of Expo.

AUDIO BILLBOARDS

There is so much to look at during World Dairy Expo - how about taking a different approach and reaching your audience through a different sense? Audio billboards are located at each entrance of Expo's Trade Show and used to share key messages to its attendees.



**30 SECOND
ADVERTISEMENT**



**60 SECOND
ADVERTISEMENT**



**PRODUCTION
COSTS**