2013 WORLD DAIRY EXPO
Cattle Log
Advertising Reservation Form

The Cattle Log has long been the source for who's who in the World Dairy Expo dairy cattle shows. Each breed show, along with the International Junior Holstein Show, has its own book. Over 12,000 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 – $600 (8.25"w x 11"h)

_____ Half Page – $450 (7"w x 4.875"h) or (3.625"w x 10"h)

_____ Quarter Page – $250 (3.5"w x 4.875"h)

Company: _____ Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

All ads are black and white. World Dairy Expo reserves the right to reject any application for any reason. This application must be received with payment by Friday, August 9 to be included in the Cattle Log. A high resolution ad (PDF) is due Friday, August 16. Please send all information to Crystal McNett at cmcnett@wdexpo.com.

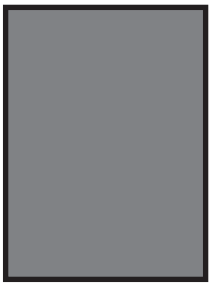
By signing below, you are indicating that all above information is correct and you wish to be included in the 2013 World Dairy Expo Cattle Log.

Exhibitor's Signature: _____ Date: _____

2013 WORLD DAIRY EXPO

Cattle Log

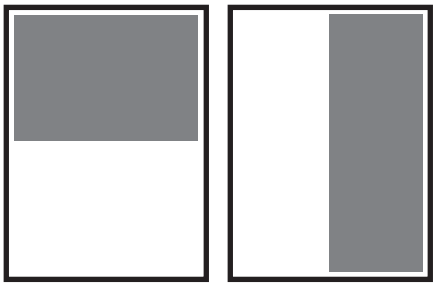
Ad Specs



Full Page: 8.25”w x 11”h ($600)

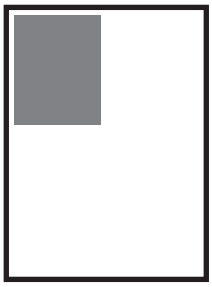
Full bleed is recommended.
Set bleed at .125” on all sides.

Color: Grayscale for all ads
Covers: PMS Colors 274 (purple) and 458 (green)



Half Page: 7”w x 4.875”h – Horizontal ($450)
3.625”w x 10”h – Vertical ($450)

Color: Grayscale
Borders around ads are encouraged.



Quarter Page: 3.5”w x 4.875”h ($250)

Color: Grayscale
Borders around ads are encouraged.

Details for Cattle Log Ads:

File: High resolution PDF, at least 300 dpi
Email PDF to: cmcnett@wdexpo.com
Deadline: Friday, August 16

Questions? Contact Crystal at 608-224-6455 or cmcnett@wdexpo.com