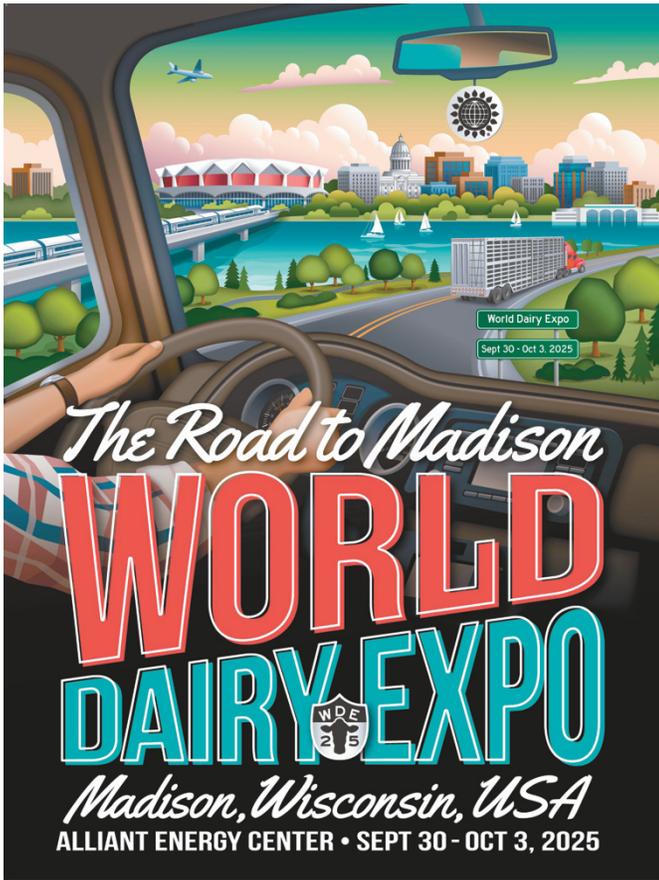


EXPO DAILY EDITION

WHY ADVERTISE IN THE EXPO DAILY EDITION?

- More than 56,000 attended in 2024. 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 2024 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 29
THROUGH
OCTOBER 3!
AD
DEADLINE
SEPTEMBER 5**

Ad Sizes (Black and White)	Single Day*	Mon.-Fri.*
Center Spread 21.5"w X 16.25"h	\$1,810. ⁷⁹	\$9,053. ⁹⁶
Full Page 10.25"w X 16.25"h	\$1,047. ⁴⁵	\$5,237. ²⁶
1/2 page 10.25"w X 7.875"h	\$659. ⁶⁸	\$3,298. ⁴³
1/3 page 5"w X 10.675"h	\$491. ⁴¹	\$2,457. ⁰⁴
1/4 page 5"w X 7.875"h	\$414. ⁶⁰	\$2,072. ⁹⁷
1/6 page 5"w X 5"h	\$285. ³⁴	\$1,426. ⁶⁸
1/8 page 5"w X 3.75"h	\$213. ³⁹	\$1,066. ⁹⁵
2x2 3.25"w X 2"h	\$102. ⁴³	\$512. ¹⁵

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

*prices may be increased if paper tariffs are being charged at the time of printing.

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