



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



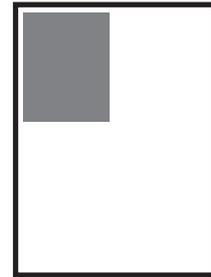
Half Page:

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: _____