

WESTERN AG REPORTER

COMMERCIAL ADVERTISING RATES

CLASSIFIED RATES

Classified ads appear in publication and on website

WORD ADS:

- \$20.00 MINIMUM CHARGE PER INSERTION for ads 15 words or less
- For ads with more than 15 words, the cost is \$20 for the first 15 words plus 80¢ per word per week (1 or 2 weeks) or 70¢ per word per week (3 or more weeks)
- 80¢ per word per week for 1 or 2 times
- 70¢ per word per week for 3 or more times, same copy scheduled for multiple insertions

Blind Ads Add an additional \$5.00 per insertion per week to total ad cost to cover handling charges.

Bold & ALL CAP Words add \$3.00 per week (maximum 4 words) to total ad cost.

CLASSIFIED DISPLAY ADS:

\$38.00 per column inch for 1 or 2 weeks

\$36.00 per column inch for 3 or more weeks

Brand Ads are \$37.00 per column inch/week

- Brand ads must be run as "Classified Display" ads. One inch minimum and must be submitted with copy of state brand papers showing brand. \$50/col. inch for 2 brands. Hand drawn brands NOT accepted.
- No cattle photos are allowed in any Classified ad.
- Contract rates available on request

HOW TO COUNT WORDS FOR YOUR AD:

Telephone numbers count as two words. Include all words/numbers in count as well as initials and abbreviations. Most hyphenated words count as two words.

PUBLISHER COMMENTS:

WESTERN AG REPORTER reserves the right to refuse any advertising not in keeping with the publication's standards. Publisher assumes no responsibility for errors in copy received over the telephone.

Responsibility and adjustments given for errors made in ads submitted in writing or emails is restricted to the first week of publication. Advertiser assumes all liability for ad content and for claims arising therefrom.

Advertising is not agency commissionable.

REGULAR CLASSIFIED DEADLINE

Thursday Of Prior Week: 4 PM MTZ
PUBLISHED WEEKLY ON THURSDAYS

Email ad copy to:

warclass@westernagreporter.com

Fax to: (406) 259-6888

Mail to: PO Box 30758 • Billings, MT 59107



WESTERN AG REPORTER

www.westernagreporter.com

P.O. BOX 30758
BILLINGS, MT 59107
(406) 259-4589 • Fax: (406) 259-6888

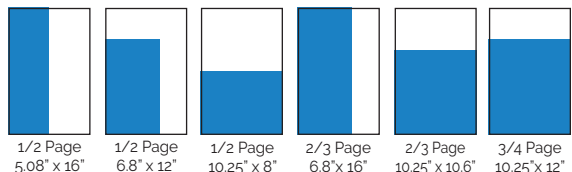
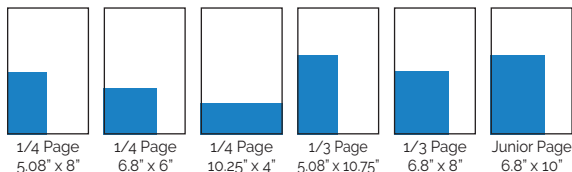
Commercial Display Rates

One Time Insertion.....	Per Column Inch.....	\$17.00
Annual Rate	Per Column Inch.....	\$15.00
1/4 Page24" ... 3 col x 8" • 4 col x 6" • 6 col x 4"		\$360/Week
1/3 Page32" ... 3 col x 10.75" • 4 col x 8"		\$480/Week
Junior Page ...40" ... 4 col x 10"		\$600/Week
1/2 Page48" ... 3 col x 16" • 4 col x 12" • 6 col x 8"		\$720/Week
2/3 Page64" ... 4 col x 16" • 6 col x 10.6"		\$990/Week
3/4 Page72" ... 6 col x 12"		\$1,080/Week
Full Page96" ... 6 col x 16"		\$1,440/Week

1 Color - \$140 • 4 Color - \$420 • All Color is CMYK

Inserts \$1,500

Contact your field editor for additional rates



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Digital Advertising Rates

E-Blast Marketing	
1 Video e-blast.....	\$400
2 Video e-blasts.....	\$650
1 E-blast	\$300
2 E-blasts.....	\$400

Packages

Includes: Catalog on westernagreporter.com & a link to your website

3 E-blastsCatalog on WAR Website FREE	\$600
1 Video & 2 E-blasts.....	\$700
3 Video E-blasts Catalog on WAR Website FREE	\$900

Western Ag Reporter Website Marketing

Category Sponsor ad.....	\$300/Week
Below "Featured Stories" on our homepage + bottom of our homepage	
Category sponsor	\$200/Week
Ad on homepage	
Story injection ad	\$200/Week
Large sidebar ad.....	\$150/Week
Small sidebar ad.....	\$100/Week

Catalog on WAR Website \$300

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Personal Checks & Credit Cards Accepted

