

Times are changing...Keep up with a proven partner ...HPJ Livestock

Hit your mark with targeted livestock coverage and paid readership. You get results you can count on.
Promote your operation without breaking the bank. We can fit your budget and meet your needs with custom advertising programs.
Just the right timing can be crucial. Weekly issues give you time to get the word out on sales, special consignments, etc.

Ring Service

Reliable ring service to compliment your promotional and advertising program
The HPJ Livestock Crew attends nearly 200 purebred cattle auctions every year!

Livestock Sales & Events Web Page - www.hpj.com/Livestock

- News and market updates available instantly
- Convenient exposure to HPJ subscribers and additional viewers worldwide
- Web advertising packages tailored to fit your needs
- Links from our web site to yours - included with your sale advertising
- Recently updated to be faster, easier and more useful

Livestock Industry Source

- A handy reference guide for all your livestock needs
- Exposure to 108,500 top producers including the entire HPJ circulation and bonus circulation to select cattle association members
- Annual product and service directory that's kept and used
- Advertising options: FREE LISTINGS, listing upgrades, display ads, online directory at www.hpj.com/LivestockLS

"STAYIN' IN THE LOOP" - our new semi-monthly section directed at the working horse industry.

Additional Marketing Tools

- **Inserts** - special sections featuring breeds or events in a pull-out-and-keep format
 - Great opportunity for breed-specific advertising supplemented with information and sponsored by breed associations
 - Inserts are linked on www.hpj.com for maximum exposure
- **Internet Advertising**
- **Agriculture's BIG BOOK annual directory**
- **List rental and printing** for direct marketing campaigns
- Check with your Journal livestock representative for availability and pricing.



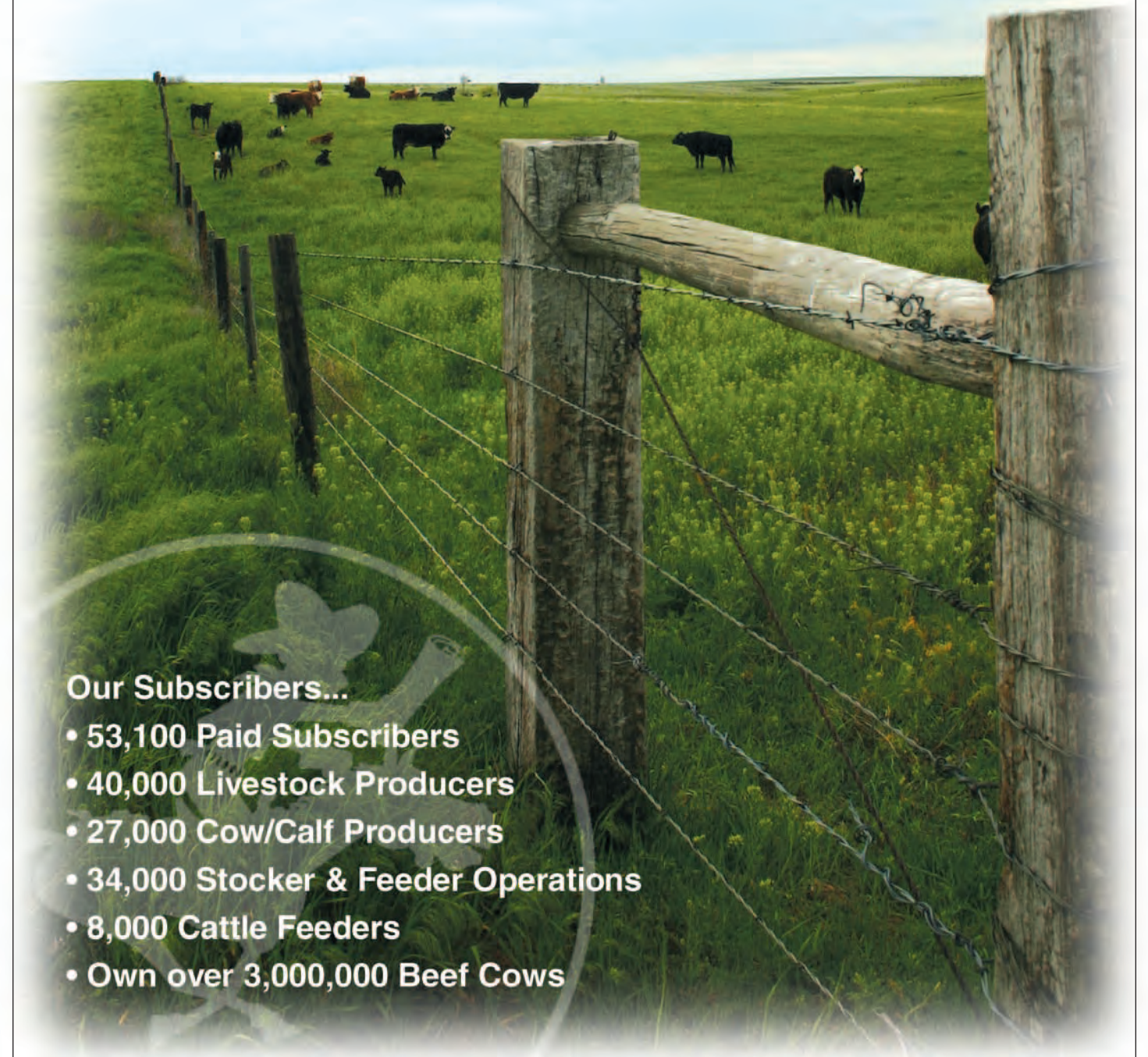
High Plains Journal Midwest Ag Journal

"Serving Cattlemen for over 50 Years"

Livestock Rate Book • Effective Date: June 1, 2007

Our Subscribers...

- 53,100 Paid Subscribers
- 40,000 Livestock Producers
- 27,000 Cow/Calf Producers
- 34,000 Stocker & Feeder Operations
- 8,000 Cattle Feeders
- Own over 3,000,000 Beef Cows





High Plains Journal Midwest Ag Journal

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Dodge City, KS 67801-0760

1-800-452-7171 • www.hpj.com

Duane Ross, President

Tom Taylor, Publisher

John Seatvet, Sales Manager

Holly Martin, Editor

Rod Swafford, Livestock Advertising Manager

★ PUBLICATION DATE ★

Each Monday, 52 Weeks/Year

★ CIRCULATION ★

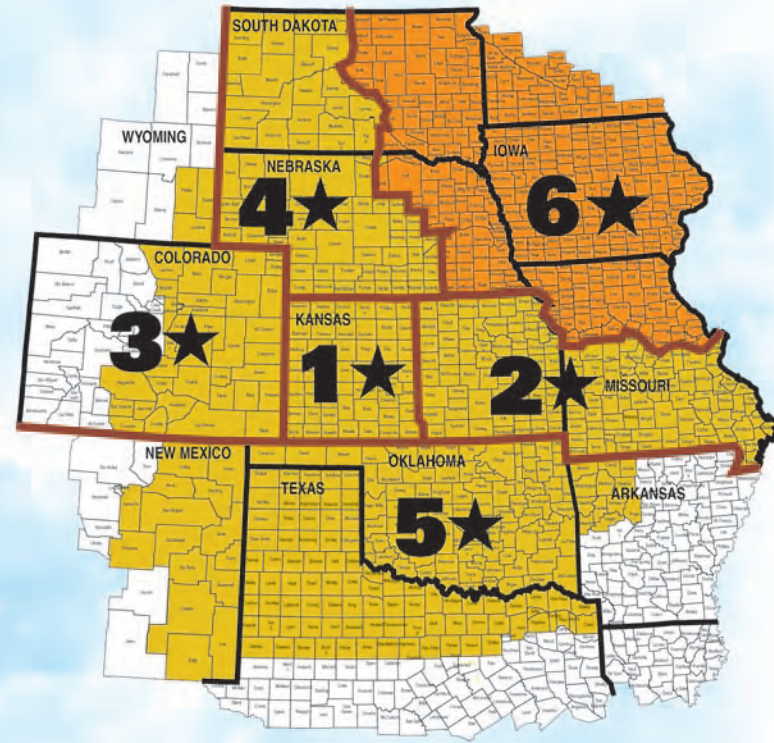
53,100 Paid and Audited

★ READERSHIP ★

100,000+ Pass Along Readership

★ SUBSCRIPTION ★

\$64/Year, Single Copy: \$4



DISPLAY ADVERTISING RATES

	HIGH PLAINS JOURNAL					MIDWEST AG JOURNAL	LIVESTOCK BUYERS GUIDE
	1★ Western Kansas	2★ Eastern Kansas S. Missouri	3★ Colorado Wyoming	4★ W. Nebraska W. South Dakota	5★ Oklahoma Texas/N. Mexico	6★ E. South Dakota E. Nebraska/Iowa N. Missouri	All editions \$100 per column inch ***** Total Circulation: 53,100
Circulation:	10,000	10,300	5,200	4,300	12,900	10,400	
Full Pg.	\$2,506.00	\$2,200.80	\$1,260.00	\$1,044.40	\$2,898.00	\$2,181.20	Livestock Buyers Guide pages cover our entire 10 state coverage area & offer ideal ad placement. Multiple insertion contracts available
Jr. Pg.	1,452.00	1,257.60	720.00	596.80	1,656.00	1,246.40	
1/2 Pg.	1,253.00	1,100.40	630.00	522.20	1,449.00	1,090.60	
1/4 Pg.	626.50	550.20	315.00	261.10	724.50	545.30	
1/8 Pg.	313.25	275.10	157.50	130.55	362.25	272.65	
Inch	35.80	31.44	18.00	14.92	41.40	31.16	

DISPLAY ADVERTISING DEADLINE

NEWSPRINT: Monday, 5:00 PM, prior to Monday Publication Date

COATED STOCK: Deadline is three weeks prior to publication date. All artwork must be digital.

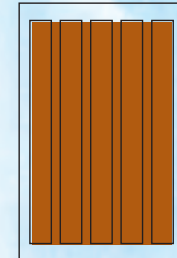
MECHANICAL REQUIREMENTS

NON-STANDARD SIZE UNITS: Space between two standard units is figured at the Standard Unit rate and at line rate for additional space

SPACE UNIT: Standard Page 10.083 x 14 inches, 5 columns; each 11.6 picas wide with .9 pica between columns and 14" deep

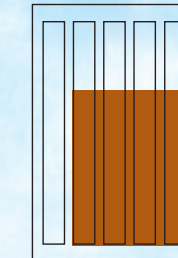
★ **Sending Digital Art?** E-mail to: livestock@hpj.com ★ **Digital Art Questions?** Call Toni Day at 1-800-452-7171 ext. 1846

FULL PAGE



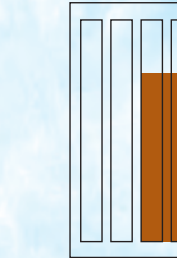
70 Column Inches
10" x 14"

JUNIOR PAGE



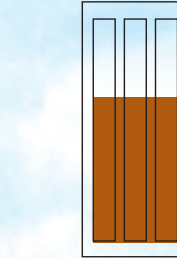
40 Column Inches
8" x 10"

1/2 PAGE VERTICAL



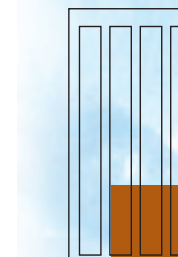
35 Column Inches
6" x 11 2/3"

1/2 PAGE HORIZONTAL



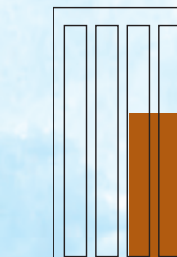
35 Column Inches
10" x 7"

1/4 PAGE HORIZONTAL



17 1/2 Column Inches
8" x 4 3/8"

1/4 PAGE VERTICAL



17 1/2 Column Inches
5 7/8" x 8 3/4"

1/8 PAGE HORIZONTAL



8 3/4 Column Inches
3 7/8" x 4 3/8"

1/8 PAGE VERTICAL



8 3/4 Column Inches
1 7/8" x 8 3/4"

CLASSIFIED ADVERTISING

Make use of the best read and largest Ag classifieds in the United States. The classifieds cover all editions with 14 special livestock classifications to meet your needs. \$85.20 per column inch. Frequency contract discounts available. Bold, italics, logos & photos may be used in classified ads.

Classified deadline is 12 Noon C.S.T. Wednesday prior to Monday publication date.

The HPJ Livestock Crew

An experienced partner can make all the difference. The Journal's Livestock Crew has more than 50 years combined experience in livestock marketing and advertising. Call the consultant in your area or call the Journal office at 1-800-452-7171, ext. 1860.



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