

Wisconsin HOLSTEIN NEWS



Select Sires Feature Issue - April 2008

The April issue of the *Wisconsin Holstein News* will be featuring Select Sires. We are inviting all interested breeders to advertise their Select Sires sired herd members in this issue. Your name was given to us as a valued Select Sires customer and we feel this is an excellent opportunity for you to advertise your Select Sires success.

All 1/2 page or larger ads participating in this issue will receive the following benefits:

- Free second color sponsored by Select Sires
- Semen certificate for Select Sires semen
- Discounted rates from the *Wisconsin Holstein News*

Ad rates will be as follows:

Page Size	Regular Rate	Special Rate	Ad Savings	2nd Color	Semen Cert.	Total Savings	Net Cost*
Full Page	\$240.00	\$210.00	\$30.00	\$60.00	\$150.00	\$240.00	\$60.00
2/3 Page	\$180.00	\$155.00	\$25.00	\$45.00	\$75.00	\$145.00	\$80.00
1/2 Page	\$150.00	\$130.00	\$20.00	\$45.00	\$50.00	\$115.00	\$80.00

*after semen discount
**photo charges extra

Requirements for placing an ad in the Select Sires Issue:

- Select Sires logo to be placed on every ad to receive benefits
- Must feature an Select Sires sired animal or young sire
- Ad must be no smaller than 1/2 page (there will be no discounts or semen credits for smaller ads)
- Deadline for ads is Monday, March 10

Be a part of this special issue. Remember we can set the ad up for you and order any pictures that are needed.

If you are interested in advertising in the *Wisconsin Holstein News* or have any questions, please give me a call at (608) 723-4933 or email lauraw@wisholsteins.com.

Sincerely,

Laura Wackershauser

Wisconsin Holstein News • P.O. Box 49, Lancaster, WI 53813 • (608) 723-4933 • Fax: (608) 723-4973 • e-mail: lauraw@wisholsteins.com

YES! Sign me up for the April 2008 issue of the Wisconsin Holstein News featuring Select Sires.

Name: _____ **Farm Name:** _____

Address: _____

Phone: _____ **E-mail address:** _____

I would like to reserve a _____ (1/2 page, 2/3 page, full page) ad.

My sales representative is: _____

Return to: WI Holstein News, PO Box 49, Lancaster, WI 53813 • e-mail: lauraw@wisholsteins.com

