



## 2011 Advertising Rates

13 Sales = 8 Satellite/Catalog Video Sales & 5 Internet-only Video Sales

<b><u>Full Page Ads</u></b> (7.25 x 10")	<b><u>Half Page Ads</u></b> (7.25 x 5")	<b><u>Quarter Page Ads</u></b> (7.25" x 2.5")
Entire Year (8 Catalog Sales): \$325 per Issue	Entire Year: \$240 per Issue	Entire Year: \$165 per Issue
4 Months: \$395 per Issue	4 Months: \$295 per Issue	4 Months: \$205 per Issue
Single Issue: \$435	Single Issue: \$325 per Issue	Single Issue: \$220

**Business Card** (1/8 page): \$90 per Issue

- Back Cover: \$750 per Sale (\$1000 for July)
- Inside Cover: \$485 Full Page (\$600 for July), \$375 1/2 Page (\$450 for July)

### **Pre-Produced (30-second) Video Commercial**

(to be shown during Sale Preview....immediately prior to start of sale)

- 16 Sale Days: 1 Spot @ \$435 – 2 @ \$400/spot – 3 @ \$365/spot
- 4 Sale Days: 1 Spot @ \$545 – 2 @ \$490/spot – 3 @ \$430/spot
- One Sale Day: 1 Spot @ \$690 – 2 @ \$615/spot – 3 @ \$545/spot
  - Internet Sale Only: \$300

\*(Preferred Formats: mini-DV tape / .avi file / .m2p file)

### **Trade Show Information**

July 11, 12, 13, 14 – Silver Legacy / Reno, Nevada  
 Table: \$400 per table – Reservation Deadline: June 17, 2011  
 (no charge to annual advertisers with over \$2000 of advertising)  
 Tables will be 6 ft long with table covers provided

### **Onscreen Slates**

- \$750.00 per day, 4 showings (guaranteed) per hour (must be purchased by the day)
- Example: A six-hour sale would comprise 24 onscreen stills
- Internet Only Sale: \$300 per day

### **Onscreen Slate – Video Combination**

\$1200 per day = 4 video stills per hour & 30 second video spot

### **On Screen Icons**(call for pricing)

(logos shown onscreen during selling of a particular lot)

Examples: seedstock producers whose bulls were used by the seller; drug or supplement manufacturers whose products were used by the seller

**More Info: (530) 347-3793 or: [wvm@wvmcattle.com](mailto:wvm@wvmcattle.com)**