

2024 BLACK HILLS STOCK SHOW & RODEO®
LIVESTOCK SHOWS & SALES
FRIDAY, JANUARY 26 *thru* SATURDAY, FEBRUARY 3

CALL FOR CONSIGNMENTS



10 Breeds of Cattle Shows & Sales
Entry Deadline November 15th, 2023

Bulls \$175

Females \$150



Schedule of events available at
BlackHillsStockShow.com | Rapid City, SD | 605.355.3861

Produced by
CENTRAL STATES FAIR, INC.  

LIVESTOCK SCHEDULE

Wednesday November 15, 2023

Consignment due date

Thursday January 25

1PM Youth Livestock check-in

Friday January 26

10AM Youth Beef Show (showmanship and breeding heifers)

Saturday January 27

10AM Youth Beef Show (market heifers and steers followed by bred heifers)

6PM Angus Cattle Arrival

Sunday January 28

10AM Charolais Barn Arrival

Monday January 29

9AM Angus Show

1PM Angus Sale

5PM Hereford & Shorthorn Cattle Arrival

Tuesday January 30

9AM Charolais Show

1PM Charolais Sale

6PM Red Angus & Gelbvieh Cattle Arrival

Wednesday January 31

9AM Hereford Show

11AM Shorthorn Show

1PM Hereford Sale

2PM Shorthorn Sale

6PM Limousin, Maine Anjou & Chi Cattle Arrival

Thursday February 1

9AM Red Angus Show

11AM Gelbvieh Show

12PM Youth Goat Arrival

1PM Red Angus Sale

2PM Gelbvieh Sale

6PM Simmental Cattle Arrival

Friday February 2

9AM Limousin Show

10AM Maine Anjou Show

11AM Chi Show

12PM Youth Goat Show

1PM Limousin Sale

2PM Maine Anjou Sale

3PM Chi Sale

6PM Youth Sheep Arrival

Saturday February 3

9AM Simmental Show

12PM Youth Sheep Show

1PM Simmental Sale

6PM Supreme Row Judging

7PM Supreme Row Parade during rodeo performance,
Summit Arena

Sales will follow a rolling schedule- times for the second and third sales of the day will be approximate.

RULES & REGULATIONS

ENTRY TERMS AND CONDITIONS

1. All breed entries must be calved after January 1, 2022 and prior to June 1, 2023.
2. A copy of the registration papers must accompany your registration. All cattle entries must be accompanied by a registration number.
3. Entry must be received by November 15 with complete data or entry will not be accepted or cataloged.
4. All animals must meet their breed requirements for performance, genetic defect, pedigree, fitting, DOB and health as set forth by their individual rules. See specific breed rules for requirements.
5. Breeds are limited to total consignments of 65 head. If necessary, cuts will be made at the discretion of the BHSS Livestock Committee and respective breed representatives, and based on consignor's preference of entry.
6. No miniatures will be allowed in any breed.
7. The Black Hills Stock Show and Rodeo® (BHSS) reserves the right to reject any or all entries.
8. Angus, Charolais, Hereford, Red Angus and Simmental breeders will be limited to three head, two of which can be bulls and all must be registered at time of entry deadline.
9. All animals must be owned by the consignor six months prior to Nov. 15. **All Angus & Simmental entries must be first owners.** Please note – animals must be entered as registered.
10. The BHSS Office must be notified of any livestock liens.
11. When providing check for payment, consignor authorizes BHSS to use information from check to make a one-time electronic transfer from your account or to process the payment as a check transaction.
12. Breeds must maintain a minimum of 15 animals entered to keep their show and sale. Breeds that do not meet the minimum will be on probation for one year. If the breed fails to meet the minimum of 15 entries for two consecutive years their show and sale will be discontinued.
13. **NEW 2024:** Online registration forms will be the preferred entry method for cattle shows and sales. If you need assistance with this please contact the office: 605-355-3861. Please call prior to the November 15th deadline for the best service.

SUBSTITUTIONS

1. Following the entry deadline, the BHSS office will allow substitution for a \$35 fee.
2. **Bulls must be substituted for bulls and heifers substituted for heifers, owner for owner.**
3. Any additional or updated information regarding animals entered is at the expense of the consignor. Announcements are made at the auction block.
4. Substitutions are done at check-in. They must have all the appropriate health, brand and registration paperwork and be eligible under breed rules.

RULES & REGULATIONS

HEALTH AND BRAND REQUIREMENTS

1. All cattle entering the Show/Sale from outside South Dakota shall meet the South Dakota Livestock Import requirements including a current health certificate, permit, individual animal identifications, and certain tests and treatment depending on the state of origin.
2. All cattle entering the Show/Sale from within South Dakota shall have a current health certificate with individual animal identification.
3. Any animal infected with communicable diseases, including ringworm, warts and lice, will not be accepted for the Show/Sale.
4. **All females shall be officially calfhood vaccinated for Brucellosis with the vaccination tattoo listed on the health certificate.**
5. All heifers 15 months or younger must be open and declared open on the health certificate.
6. All heifers 16 months and older must be bred and declared bred on the health certificate, and guaranteed bred by the consignor (excluding individual breed rules).
7. **All bulls 13 months and older shall be semen tested within 25 days prior to the Show/Sale and have a satisfactory result declared on the health certificate. All bulls 18 months or older must have a negative trich test per law. Younger bulls only if a virgin must be marked so on the health certificate.**
8. Additional animal disease testing may be performed at the discretion of the consignor if they anticipate the need to meet certain special post-sale interstate or international shipping requirements or to enhance marketability. Please provide copies of these test results.
9. Brand Inspection—Livestock coming from a brand inspection state into South Dakota must have a market clearance or local inspection. Proof of ownership must be available. All livestock sold or leaving the brand area of South Dakota must have a brand inspection certificate or market clearance prior to leaving the Stock Show. Questions pertaining to Brand Inspection should be directed to the SD Brand Board at (605) 773-3324.

SHOW RULES AND REGULATIONS

1. Screening of all animals will be done by a panel under the direction of the Black Hills Stock Show ® Livestock Committee. Screened animals will not be allowed to enter the sale ring and all entry fees will be forfeited. Screened animals must be immediately removed from the barn by the owner. Any animal not shown will be considered screened.
2. **Cattle will be ear tagged with lot number at check-in time.**
3. Cattle may be removed from the livestock barn for tie-outs after 6PM. No cattle are allowed in the barn over night.
4. There is VERY limited room for fitting chutes in Rushmore Hall. Space is not guaranteed along the north wall.
5. The Monument does not allow outside drinks, food or smoking on the premises. Failure to cooperate may result in your removal from the venue and sale along with forfeiture of entry fees.

RULES & REGULATIONS

SHOW/SALE ARRIVAL & CONDITIONS

1. Check-in time for all animals is 11AM at the livestock office. This includes weighing in if the breed requires it. All animals must be checked in the day prior to Show/Sale Day.
2. Arrival Schedule: Livestock may be stalled in the barn no earlier than 6PM two days prior to your respective Show/Sale day and no later than 7PM on the day of their Show/Sale day. (Please see Barn Arrival Schedule in breed rules to confirm your arrival schedule.)
3. The following will be required for check-in no later than 12PM on the day before the Show/Sale.
 - Proof of registration or other acceptable certificate for each animal. Any animal without proper registration certificate will not be allowed to enter the Show/Sale ring. **NO EXCEPTIONS!** Registration number must be provided on the entry form.
 - Current health certificate. See Health & Brand Requirement section for specific information that should be provided to your veterinarian. The BHSS follows State Import Regulations. Questions pertaining to health certificates should be directed to the SD Animal Industry Board at (605)773-3321.
 - Brand Inspection (if applicable). See Health & Brand Requirement Section, for specific information.

SAFETY REQUIREMENTS

1. To minimize consignor's liability for any damage or injury caused by loose animals, bulls are required to have nose leads at all times in The Monument, including in the show and sale ring.
2. Animals must be under control at all times. Wild or uncontrollable animals will be disqualified and asked to leave the facility immediately.
3. State Fire Code does not allow hay to be kept loose in the building. Please only bring as much hay as needed at one time.

EXPENSES

1. The BHSS office will deduct 4% off the total sale price.
2. Livestock consignors at the previous year's BHSS consignor meetings vote on approved expenses such as breed auctioneers, breed advertising, state breed associations and other approved expenses.
3. **All catalog fees must be paid for at the time of entry.** Catalog fee for bulls is \$175 and females is \$150 by November 15th. No late entries will be accepted. No Exceptions. 25 dollars from all female fees will go to the Black Hills Gold Youth Futurity Show prize money. Entry fees per animal is in addition to expenses.
4. In addition to approved breed expenses, all animals receiving a bid of \$4,000 or more, but not sold, will be automatically charged 12% sales commission. All animals receiving a bid of less than \$4,000, but not sold, will be automatically charged an 8% sales commission, all animals that do not receive a bid will be charged a 4% sales commission of a \$1,000 selling price.

RULES & REGULATIONS

SALE RULES AND REGULATIONS

1. All animals offered for sale, will be sold without reservation to the highest bidder. Payment must be received for each animal that enters the sale ring. **A minimum of 50% interest must be offered on all animals.** Possessions will be negotiated between buyer and seller.
2. Terms of every sale are cash with settlement to be made with the Sale Clerk at the time of sale. **Consignors and/or representatives should be prepared to pay the total price in the absence of the buyer.**
3. The BHSS will make checks payable to the registered brand holder of the animal.
4. All disputes as to bids will be settled from the auction block. After the sale, disputes will be settled by the BHSS Livestock Committee.
5. The buyer will assume all risk on animals as soon as they are declared sold.
6. After an animal is sold, it will be led from the Sale Ring to its tie. Sold animals must be removed from the barn prior to 6PM. Additional stalling is available at the Central States Fairgrounds. Consignors should make proper arrangements with buyers for care of the animals. Sold animals cannot be removed from the building until they receive a load-out slip.
7. **The consignor is responsible for transferring registration of the animal.**
8. Heifers will show first and sell last.
9. Each consignor accepts the responsibility of guaranteeing their own cattle to be in sound condition and have the privilege of giving additional guarantee on cattle at the time of sale in the ring. The BHSS acts only as an agent for the consignors in the sale and does not assume any responsibility for the animal's future usefulness. All guarantees are strictly between the buyer and seller.
10. Changes regarding information in the catalog will be announced from the auctioneer's block and such announcements will take precedence.
11. Credit card payments will be accepted, and are charged a 3.5% service fee.
12. Buyers requiring an out of state health certificate will be responsible for payment to the vet at check-out.

BLACK HILLS STOCK SHOW & RODEO® MANAGEMENT

1. The BHSS general halter rules takes precedence over individual breed rules.
2. The BHSS Management reserves the right to final and absolute decision regarding any issue involving the livestock show or sales. Final and absolute right to interpret these rules and regulations and the right to settle and determine all matters, questions or differences in regard hereto, or otherwise arising out of, or connected with, or incident to, the show and sale be reserved to the Black Hills Stock Show® Management.
3. The BHSS, Management, The Monument Staff, or anyone helping with the Show/Sale assumes no responsibility for accident or injury. The BHSS Management/Personnel or the Monument Management/Personnel will not be responsible for any injury or loss of any animal or accident thereby.
4. The BHSS® is a member of the North American Livestock Show and Rodeo Managers Association.

BREED RULES & REGULATIONS

For all breeds: Please use the online consignment form for your entries. You can access it here: <https://form.jotform.com/232436117960051> or from the BHSS Website.

If you need help filling out the online application please call the office at: 605-355-3861.

ANGUS

MONDAY, JANUARY 29 – SHOW 9AM, SALE 1PM

Barn Arrival: Saturday, Jan. 27 at 6pm

Breed Reps: Keith Moser (605) 231-1482, Tate Williams (605) 999-0018,

Glen Johnson (507) 820-1502

1. A single Angus consignor is limited to three consignments, two of which can be bulls. All Angus bulls must be weighed prior to the show and sale.
2. All Angus cattle are to be genetic defect free from all known defects, which are listed in the suggested sale terms and conditions published by the American Angus Association. Carriers will be disqualified from the show and sale. All scratches and/or substitutions will be at the discretion of the Breed Representatives and with the approval of the BHSS Livestock Committee.
3. There is a limit of 45 bulls and 20 females.
4. All angus entries must be first owner.
5. Consignors are required to assist the buyer in transporting cattle to the fairgrounds pending further travel arrangements.

CHAROLAIS

TUESDAY, JANUARY 30 – SHOW 9AM, SALE 1PM

Barn arrival: Sunday, Jan. 28 at 10AM

Breed Reps: Donnie Leddy (605) 695-0113, Colt Keffer (765) 376-8784

1. Charolais breed is limited to 65 head; limited to 50 bulls and three entries per consignor, two of which may be bulls. Consignor is to designate preference and alternate.
2. No adhesive is allowed in the halter show.
3. In order to improve the quality of cattle at the show, the State Association Promotion Committee recommends the following guidelines for Charolais Cattle:
 - Bulls need yearling weights of 1,050 lbs.
 - After one year, bulls must gain fifty (50) pounds per month.
 - Heifers need yearling weights of 750 lbs.
 - Bred heifers should weigh 1,000 lbs.

BREED RULES & REGULATIONS

For all breeds: Please use the online consignment form for your entries. You can access it here: <https://form.jotform.com/232436117960051> or from the BHSS website.

If you need help filling out the online application please call the office at: 605-355-3861.

HEREFORD

WEDNESDAY, JANUARY 31 – SHOW 9AM, SALE 1PM

Barn Arrival: Monday, Jan 29 at 6PM

Breed Reps: Michael Blume (605) 870-0052, Troy Rasmussen (605) 690-0100

1. Hereford consignors are limited to three consignments, two of which can be bulls.
2. Limit of 60 entries: 45 bulls, 15 females
3. The show will be “no fit” with the exception of tail heads and tops. No adhesive on the legs. Paint is allowed.

SHORTHORN

WEDNESDAY, JANUARY 31– SHOW 11AM, SALE: 2PM

Barn arrival: Monday, Jan 29 at 6PM

Breed Reps: Bryan Warner, (307) 857-4240, Adam Edmund, (308) 430-1632

1. All cattle must be registered with the American Shorthorn Association indicating 50% blood level or higher. Cattle must exhibit Shorthorn color characteristics (blue roans are allowed).
2. No solid black.

RED ANGUS

THURSDAY, FEBRUARY 1 – SHOW 9AM, SALE 1PM

Barn arrival: Tuesday, Jan 30 at 6PM

Breed Reps: Brandon Mitchell (605) 488-0257, Jared Dick (605) 261-6143

1. All bulls consigned to the Show and Sale, which are 13 months of age must be semen tested and so identified on health certificate.
2. Red Angus consignors are limited to three consignments, two of which can be bulls.
3. Only Registered Red Angus 1A (100%) will be eligible for the Show and Sale. Category must be noted on the individual entry form.
4. No adhesive on legs.

GELBVIEWH

THURSDAY, FEBRUARY 1 – SHOW 11AM, SALE 2PM

Barn arrival: Tuesday, Jan 30 at 6PM

Breed Reps: Paige Lehrkamp (605) 870-1598, Trey Struck (605) 360-1651

1. All heifers born between January 1 and May 1, 2022 must have been bred to have a Balancer or Purebred calf prior to August 16, 2023.
2. Consignor cannot enter more than five head. Consignors must prioritize 1, 2, 3, 4 or 5. If the numbers exceed 50 head, breed representatives will cut fourth and fifth entries.
3. Bulls or heifers registered as Balancers and Purebreds will be shown separately. Both Balancers and Purebreds will compete for overall championship.
4. No adhesive used on show day.

BREED RULES & REGULATIONS

For all breeds: Please use the online consignment form for your entries. You can access it here: <https://form.jotform.com/232436117960051> on from the BHSS website. If you need help filling out the online application please call the office at: 605-355-3861.

LIMOUSIN

FRIDAY, FEBRUARY 2 – SHOW 9AM, SALE 1PM

Barn Arrival: Wednesday, Jan 31 at 6PM

Breed Reps: Chisum Peterson (605) 730-4214, Wiley Fanta (320) 287-0751

1. Eligibility Requirements: Limousin cattle with an orange registration certificate, must be a minimum of 75% Limousin for females and bulls. Lim-flex cattle with a purple registration certificate must be a minimum of 50% for females and bulls. All entries must be sired by a bull that is registered by the North American Limousin Foundation, Limousin and Lim-flex cattle will be shown together.
2. All yearling bulls must have minimum of 205 days adj. weaning weight of 550 pounds and an average daily gain of 2.6 pounds and a 365 day adj. weight of 1,000 pounds. There is a limit of 50 bulls in the sale.
3. Bulls must have been calved before April 15, 2022 and have a minimum 205 day adj. weight of 550 pounds. There is a maximum 105 pound birth weight rule for both sexes.
4. Open females calved from August 1, 2022 to April 15, 2022 must be guaranteed by the seller to be bred and to conceive a calf early enough to calve by or before the female is 32 months of age. Bred females born August 1, 2022 must be safe in calf to calve by or before 32 months of age and documented by a veterinarian certificate and guaranteed by the seller. All bred females must sell with specific breeding date or a pasture-exposed date not to exceed 45 days.
5. All cattle will sell under the standard guarantee endorsed by the North American Limousin Foundation.
6. No adhesive on legs.
7. EPD's will be provided to the judge before the show.

MAINE ANJOU

FRIDAY, FEBRUARY 2 – SHOW 10AM, SALE 2PM

Barn arrival: Wednesday, Jan 31 at 6PM

Breed Reps: Lorie & Doyle DeJong (605) 923-5398, DJ Folkerts (507) 215-1909

1. Maine Anjou entries are limited to 65 head total with a maximum of 45 bulls and 20 heifers.
2. All entries must be registered with the American Maine Anjou Association at the time of entry.
3. No adhesive on legs for show.
4. Must exhibit Maine Anjou color characteristics – no roan or smoky colored cattle.

CHI-INFLUENCED

FRIDAY, FEBRUARY 2 – SHOW 11AM, SALE 3PM

Barn arrival: Wednesday, Jan 31 at 6PM

Breed Reps: Dwight Hossle (605) 598-6751, Troy Beckett (605) 853-3284 or (605) 204-0394

1. All cattle must be registered in the ACA Herdbook. Cattle may not show or sell without an application for registration.
2. All cattle that show and sell must be sired by a bull that is registered within his respective breed association or another recognized breed. In the event the sire is not registered in the ACA Herdbook, the dam is required to be registered with the ACA.
3. Cattle must be black, but may contain white color characteristics on the face/head and behind the navel.
4. Cattle must be polled or scurred, with heads not tampered.

BREED RULES & REGULATIONS

For all breeds: Please use the online consignment form for your entries. You can access it here: <https://form.jotform.com/232436117960051> or from the BHSS website. If you need help filling out the online application please call the office at: 605-355-3861.

SIMMENTAL

SATURDAY, FEBRUARY 3 – SHOW 9AM, SALE 1PM

Barn Arrival: Thursday, Feb 1, 6PM

Breed Reps: Kristi Effling (605) 769-0142, Jeremy Lehrman (605) 530-5909,

Jock Beeson (308) 430-2117

1. All consignments must be registered with the American Simmental Association at the time of entry, 50% blood or greater. **No pending registrations will be accepted.**
2. Maximum number of entries per consignor are three head, two of which can be bulls.
3. All cattle need to be free of genetic defects at time of sale.
4. All Simmental entries must be first owner.
5. No adhesive on legs.

ONLINE SHOW AND SALE BROADCAST



Watch & bid online for FREE at **DVAuction**
Broadcasting Real-Time Auctions

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1. Create an account at www.dvauction.com under the "Create New Account" tab
2. Apply for bidding approval by clicking on the "Apply for Bidding" tab at least 24 hours prior to the auction. A DV representative will notify you once you have been approved
3. Tune in for the sale and make your purchases

After the sale, contact the sale manager or owner to arrange transportation and payment. **High Speed Internet** is required for successful bidding.

Proxy Bidding- If you can't make time to watch the sale, register a proxy bid and let our system represent your bid while you're away

Having troubles? During the auction, you can type a message to the operator at any time for assistance. Our full-time support team can also always be reached at (402) 316-5460.

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SUPREME ROW

SUPREME ROW RULES

1. Each Grand Champion animal of every breed will be stalled on Supreme Row from 10AM to 6PM each day following their respective breed sales.
2. Grand Champion Bulls and Females of each breed are required to stay all week until Saturday, February 2 after the Supreme Row Parade.
3. It is the responsibility of the consignors and/or buyer to care for the animal during its stay on Supreme Row.
4. All consignors must wear the sponsor's Hubbard jackets when judged and again when paraded in the main arena at time of announcement of winner.
5. Judging for Supreme Row animals will commence at 6PM Saturday, February 2, 2024 in Rushmore Hall. **Heifers will show first then bulls.**
6. Supreme Row judging is done by a panel of three judges ranking all animals in the pen from first to tenth. Judges rankings will be added up and the animal with the lowest total rank will be deemed Supreme champion.
7. Awards, sponsored by Hubbard Feeds, Inc. will be presented on the following scale:
 - Supreme Champion Female: \$3,000 to the consignor, \$2,000 to the buyer
 - Supreme Champion Bull: \$3,000 to the consignor, \$2,000 to the buyer

SUPREME ROW SPONSORS:



FAQ & ONLINE APPLICATION

FREQUENTLY ASKED QUESTIONS

1. All breed entries must be calved after January 1, 2022 and prior to June 1, 2023.
2. Original registration papers or proof must be provided at check-in. All cattle entered must be accompanied by a registration number.
3. Bulls must be substituted for bulls and heifers must be substituted for heifers, owner for owner for an additional charge of \$35.
4. All cattle entering the Show/Sale from outside of South Dakota shall meet the South Dakota Livestock Import requirements, including a current health certificate, permit, individual animal identifications, and certain tests and treatment depends on the state of origin.
5. **All bulls 13-months and older shall be semen tested within 25 days prior to the Show/Sale and have a satisfactory result declared on the health certificate. All bulls 18-months or older must have a negative trich test per law. Younger bulls only if a virgin must be marked so on the health certificate.**
6. Screening of all animals is done by a panel under the direction of the BHSS Livestock Committee. Screened animals will not be allowed to enter the sale ring and all entry fees will be forfeited. Screened animals must be immediately removed from the barn by the owner. Any animal not shown will be considered screened.
7. In order to maintain a high degree of quality at the show, the BHSS reserves the right to screen animals that do not represent the livestock industry, the breed of cattle or the BHSS® in a positive manner.
8. The consignor is responsible for transferring registration of the animal.

FILLING OUT THE ONLINE APPLICATION

- All information, including the Pedigree can be entered by accessing the application here: <https://form.jotform.com/232436117960051>
- If you are having trouble with the online application, here are a few troubleshooting tips:
 - Some fields are required, make sure all of those are filled out before going to the next page.
 - For the pedigrees, refer to the picture for which line of the pedigree goes where.
 - You can pay for consignment fees online through the form.
 - If you would like to purchase a place for a photo of your consignment, please email dani@blackhillsstockshow.com the photo and arrange payment.
- If you have problems or need help filling out the application, please call the Black Hills Stock Show Office: 605-355-3861. Please call prior to the November 15th deadline for the best service.
- If you are entering more than one breed: Submit a separate entry form for each breed. You can pay one time with the first entry you submit. Please indicate the total number and breeds entering on the payment page.

DIRECTIONS & MAPS

FROM I-90

From I-90 (heading East or West) take Exit 57, the I-190 Byway heading South and take Exit 1C and proceed to take a left on North Street. At the 4 Way Stop at Mt. Rushmore Road N. (to park on the West Side of the Building), take a right, The Monument will be on the left-hand side. If you want to park on the East side of The Monument continue straight at the 4-Way Stop and take a right on to 5th Street, proceed South and The Monument will be on the right.

FROM HWY 79

Follow Hwy. 79 to Omaha Street. Turn left onto Omaha Street and stay on Omaha until Mt. Rushmore Road. Turn right onto Mt. Rushmore Road N. and in approximately one block the facility will be on your right.

FROM HWY 44

Heading West: Hwy. 44 will turn into Omaha Street after you cross Cambell Street. Stay on Omaha until you get to Mt. Rushmore Road N. Turn right onto Mt. Rushmore Road N. and in approximately one block The Monument will be on your right.

Heading East: Hwy. 44 will turn into Jackson Blvd. continue to W. Main St. and turn right. Continue on W. Main St. until you get to Mt. Rushmore Road turn left and continue through Omaha Street and in approximately one block The Monument will be on your right.



PARTNER HOTELS

NORTH OF I-90

Best Western Ramkota
2111 North LaCrosse Street
Rapid City, SD 57701
605-343-8550

Holiday Inn Express & Suites I-90
645 E. Disk Drive
Rapid City, SD 57701
605-355-9090

SOUTH

Holiday Inn Express & Suites
Rushmore South
1611 Caregiver Circle
Rapid City, SD 57701
605-718-0772

DOWNTOWN

Howard Johnson
950 North Street
Rapid City, SD 57701
605-737-4656

The Rushmore Hotel
445 Mt. Rushmore Rd
Rapid City, SD 57701
605-716-7237

EAST ELK VALE (EXIT 61)

**Comfort Inn
Conference Center**
1333 Elk Vale Rd
Rapid City, SD 57703
605-791-2345

Sleep Inn & Suites
4301 Cheyenne Blvd.
Rapid City, SD 57703
605-791-5678

**Baymont Inn &
Suites**
4040 Cheyenne Blvd
Rapid City, SD 57703
605-791-5151

EAST-CABELA'S AREA

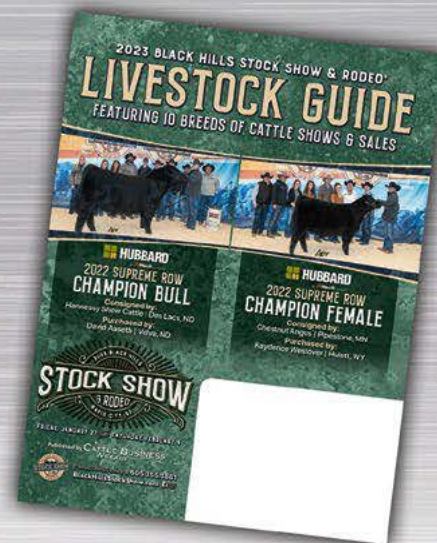
MainStay Suites
3321 Outfitter Rd
Rapid City, SD 57703
605-719-5151

Cambria Suites
3333 Outfitter Rd
Rapid City, SD 57703
605-341-0101

The Official Black Hills Stock Show Livestock Sales & Event Guide

Jan. 26 - Feb. 3, 2024

This is the official guide & sales book
to the Black Hills Stock Show



Ad Rates

	B&W	Color
Full Page (Live 7.75" w x 10.25" t).....	\$900	\$1,150
Jr. Page (7.75" w x 7.625" t).....	\$800	\$1,050
1/2 Page - Vertical (3.75" w x 10.25" t).....	\$600	\$850
1/2 Page - Horizontal (7.75" w x 5" t).....	\$600	\$850
1/4 Page - Vertical (3.75" w x 5" t).....	\$350	\$500
1/4 Page - Horizontal (7.75" w x 2.375" t).....	\$350	\$500
1/8 Page (3.75" w x 2.375" t).....	\$200	\$350

20,000 copies printed
with distribution through

THE
CATTLE BUSINESS
WEEKLY

Publish Date:
Dec. 20, 2023

Ad Deadline:
Nov. 10, 2023

B&W
\$900

Color
\$1,150

Full Page
7.75" Wide x 10.25" Tall

B&W
\$800

Color
\$1,050

Jr. Page Horizontal
7.75" Wide x 7.625" Tall

B&W
\$600

Color
\$850

1/2 Page Vertical
3.75" Wide x 10.25" Tall

B&W \$600

Color \$850

1/2 Page Horizontal
7.75" Wide x 5" Tall

B&W \$350

Color \$500

1/4 Page Vertical
3.75" Wide x 5" Tall

B&W \$350

Color \$500

1/4 Page Horizontal
7.75" Wide x 2.375" Tall

B&W
\$200

Color
\$350




1/8 Page
3.75" Wide x 2.375" Tall

**Picture of sale
cattle with lot
description**

\$50

Explanation of Bleed Setup

Full Page Ads Only

-  Bleed area - (.25") 9" wide by 11.5" tall - will be cut off and discarded in the finishing process
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