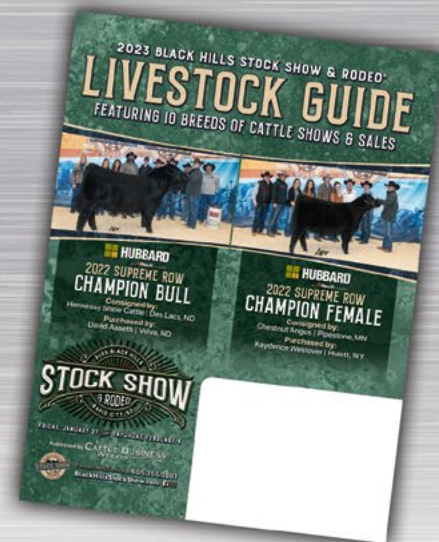


# The Official Black Hills Stock Show Livestock Sales & Event Guide

## 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 ...
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



**Publish Date:  
Dec. 20, 2023**

**Ad Deadline:  
Nov. 10, 2023**

<b>B&amp;W \$900</b>  <b>Color \$1,150</b>	<b>B&amp;W \$800</b>  <b>Color \$1,050</b>	<b>B&amp;W \$600</b>  <b>Color \$850</b>	<b>B&amp;W \$600</b>  <b>Color \$850</b>
<b>Full Page</b> 7.75" Wide x 10.25" Tall	<b>Jr. Page Horizontal</b> 7.75" Wide x 7.625" Tall	<b>1/2 Page Vertical</b> 3.75" Wide x 10.25" Tall	<b>1/2 Page Horizontal</b> 7.75" Wide x 5" Tall
<b>B&amp;W \$350</b>  <b>Color \$500</b>	<b>B&amp;W \$350</b>  <b>Color \$500</b>	<b>B&amp;W \$200</b>  <b>Color \$350</b>	<b>Picture of sale cattle with lot description</b>  <b>\$50</b>
<b>1/4 Page Vertical</b> 3.75" Wide x 5" Tall	<b>1/4 Page Horizontal</b> 7.75" Wide x 2.375" Tall	<b>1/8 Page</b> 3.75" Wide x 2.375" Tall	

### 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
- Trim area - (.375") 8.5" wide by 11" tall** - This area should be free of text and important graphic content
- Live Area - 7.75" wide by 10.25" tall** - Safe for all of your text and important graphics

Note: All electronic files should be sent at 300 dpi.