



## Advertising Rates

### Print Advertising

WVM Sale Catalog  
(6 catalogs available annually)

PAGE SIZE	1-3 issues	4-6 issues
	Full Page	\$500
Half Page	\$375	\$340
Quarter Page	\$250	\$225
Business Card	\$90	\$90

**COVERS** Inside Front Cover, Inside Back Cover, and Back Cover are **\$750** per sale.  
(July issue – all are **\$1000**).

### Onscreen Slates

- \$750 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

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

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

- 1-4 Sale Days: \$690 per spot
- 5-8 Sale Days: \$545 per spot
- 9+ Sale Days: \$435 per spot
- Internet Sale Only: \$300 per spot

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

### On Screen Icons

(logos shown onscreen during selling of a particular lot)

- Comes with a signed contract of \$2500 or more for annual advertising (Jan – Dec).
- Examples: AGE/Source programs used by seller, seedstock producers whose bulls were used by the seller; drug or supplement manufacturers whose products were used by the seller.

**Send completed form and payment information to:**  
**Western Video Market, PO Box 558, Cottonwood, CA 96022**  
**Fax to: (916) 285-8621 or Email: johnd@wvmcattle.com**

Call John Dickinson with any questions: (916) 806-1919