

Fighting for the Independent U.S. Cattle Producers



22nd Annual Convention & Trade Show

OFFICIAL PROGRAM

August 19 & 20, 2021

Rushmore Plaza Civic Center

Rapid City, SD

Ad Order Deadline

July 20, 2021

TSLN Publish Date

Aug. 7, 2021

Extra Copies Available at the Convention



YOUR ADVERTISING REPRESENTATIVE

Dianna Palmer

Special Projects & Major Account Coordinator,
Northern Black Hills

605-723-7010

dpalmer@tsln-fre.com

DIMENSIONS & PRICES

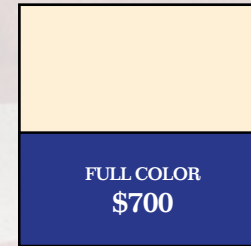
Here is your opportunity to reach producers in the upper Midwest at this year's R-CALF USA Annual Convention.

Advertise in the official program that inserts into Tri-State Livestock News and will be mailed to the entire R-CALF mailing list.



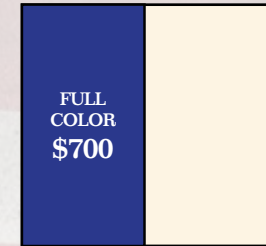
FULL COLOR
\$1,100

FULL PAGE
(8 COL.) 10" X 9.75"



FULL COLOR
\$700

1/2 PAGE HORIZONTAL
(8 COL.) 10" X 4.75"



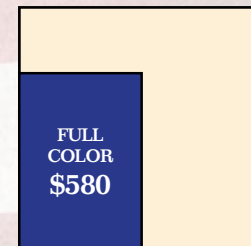
FULL COLOR
\$700

1/2 PAGE VERTICAL
(4 COL.) 4.94" X 9.75"



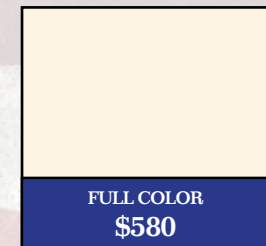
FULL COLOR
\$700

1/2 PAGE SQUARE
(6 COL.) 7.47" X 6.5"



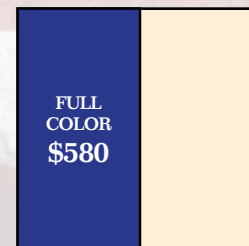
FULL COLOR
\$580

1/3 PAGE SQUARE
(4 COL.) 4.94" X 6.5"



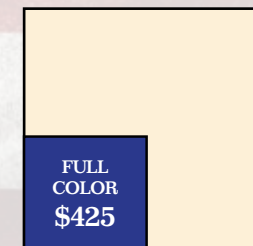
FULL COLOR
\$580

1/3 PAGE HORIZONTAL
(8 COL.) 10" X 3.5"



FULL COLOR
\$580

1/3 PAGE VERTICAL
(3 COL.) 3.67" X 9.75"



FULL COLOR
\$425

1/4 PAGE SQUARE
(4 COL.) 4.94" X 4.75"

Additional Specifications

Test = 100 lpi

Include fonts used in document (printer and screen fonts)

Camera ready ads at least 300dpi